



AUTOMOBILI LAMBORGHINI UNVEILS THE OFFICIAL LAMBORGHINI APP FOR APPLE VISION PRO

Explore Lamborghini with spatial computing: Place the full-scale car in your space, interact with engineering beneath the surface, and experience design in extraordinary detail

Sant'Agata Bolognese, 07 July 2026 – Automobili Lamborghini keeps innovating in the digital space, leveraging technology to extend its vision into immersive environments to offer new ways to experience its vehicles. Today's launch of the Lamborghini app for Apple Vision Pro is the next milestone of the company's success story. The new spatial computing app redefines how enthusiasts and collectors connect with the Italian icon, transforming the legendary craftsmanship of a super sports car brand into an immersive digital journey.

The native app features the entire current model range of Automobili Lamborghini, including the Urus SE Performante¹, launched digitally just last week. Even before the Super SUV's physical premiere at this week's Goodwood Festival of Speed, enthusiasts can now explore its design and engineering through the Apple Vision Pro. Within the experience, users can go beneath the carbon fiber skin and discover the technical soul of Lamborghini's most coveted models.

Spatial Computing: A Seamless Spectrum

Apple Vision Pro seamlessly blends digital content with the physical world to unlock a powerful spatial experience and offer two distinct ways of experiencing the cars:

- **Shared Space:** Users can place a high-fidelity digital Lamborghini directly into their own surroundings. Whether in a garage or a living space, the vehicle integrates seamlessly with the environment. The car can be viewed at true 1:1 size or resized freely for a more flexible experience.
- **Full Immersion:** Users can explore Lamborghini within a fully digital, curated environment designed by Lamborghini. This mode offers a controlled, immersive setting where the vehicle can be experienced without physical constraints, again at full scale or reduced size depending on preference.

Beyond What Meets the Eye

The Lamborghini app is designed to reveal the invisible. With the ultra-high-resolution displays of Apple Vision Pro, users can explore the lineup with a level of detail that was previously impossible. Users navigate the app entirely through the most natural and intuitive inputs, their eyes and hands.

"Apple Vision Pro allows us to share the raw emotion and engineering brilliance of Lamborghini in a way that feels completely natural, yet utterly magical," said Tim Bravo, the

¹ Urus SE Performante: The vehicle is not yet offered for sale and is therefore not subject to Directive 1999/94/EC. The fuel consumption and emissions data is in the type approval stage



Media Information

Communication Director of Automobili Lamborghini. *"This is an incredible platform that lets us show more than what is visible from the outside."*

The Inaugural Digital Garage

Each model is presented as a masterpiece to explore in full detail, from its exterior design and Centro Stile language to its structural architecture, aerodynamics, and hybrid powertrain. Step inside the car and experience the interior with an incredible level of detail and immersion, from the stitching of the seats to every element of the cockpit. Reveal the engineering beneath the surface, or place it at 1:1 scale in your own space.

At launch, the app features four masterpieces of the current Lamborghini range:

- **Temerario²**: Explore the new frontier of the V8 twin-turbo hybrid, including a deep dive into its high-strength spaceframe, the Allegerita package, and hear the unique engine note with Spatial Audio on Apple Vision Pro.
- **Revuelto³**: Experience the intricate dance of the V12 hybrid powertrain and the revolutionary aerodynamics that define the flagship HPEV.
- **Urus SE⁴**: Discover the electrified heart of the Super SUV, balancing extreme power with the sophistication of its new hybrid system.
- **Urus SE Performante**: Uncover the technical masterclass and next evolution of Lamborghini Super SUV powertrain, aerodynamics, suspensions, and the signature Centro Stile design language.

Engineering in Focus

The experience is built around four core pillars of Lamborghini DNA:

- **Powertrain & Spaceframe**: Peel back the bodywork to see the structural integrity and the complex engineering of the hybrid motors.
- **Aerodynamics**: Visualize the invisible. Watch 3D streamlines flow over the car, demonstrating how active aero manages downforce and cooling.
- **Centro Stile**: Access exclusive "Design Journeys." View original 3D sketches and hear from the designers about the "Y-shape" and "Hexagon" motifs that define the brand's aesthetic.

² Temerario (WLTP): Energy consumption (weighted combined): 6,4-4,3 kWh/100 km plus 11,2-10,3 l/100km; CO2 emissions (weighted combined): 272-252 g/km; CO2 class (weighted combined): G; CO2 class with discharged battery: G; Fuel consumption with discharged battery (combined): 14 l/100km

³ Revuelto (WLTP): Energy consumption (weighted combined): 4,7 kWh/100 Km plus 15 l/100km; CO2 emissions (weighted combined): 350 g/km; CO2 class (weighted combined): G; CO2 class with discharged battery: G; Fuel consumption with discharged battery (combined): 17,9 l/100km

⁴ Urus SE (WLTP): Energy consumption (weighted combined): 21,4 kWh/100 Km plus 5,71 l/100km; CO2 emissions (weighted combined): 140 g/km; CO2 class (weighted combined): E; CO2 class with discharged battery: G; Fuel consumption with discharged battery (combined): 12,9 l/100km



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- The Sound of Lamborghini: Hear the difference with Spatial Audio. The app reproduces the acoustic signature of the engines. As a user moves around the car, the sound shifts and resonates exactly as it would in the physical world.

Availability

The Lamborghini app is available on the App Store for Apple Vision Pro.

Company information

Founded in 1963 in Sant'Agata Bolognese, near Bologna, Automobili Lamborghini is one of the world's leading names in luxury super sports cars, defining the future of the segment through uncompromising performance, design and emotion. Rooted in a 100% Italian identity and supported by a global community driven by passion, craftsmanship and people, the company combines technological innovation with authentic racing DNA, with motorsport serving as both a strategic laboratory and a core expression of the brand.

From iconic models such as the Miura, Countach, Diablo and Aventador to limited editions including the Sesto Elemento and Fenomeno, Lamborghini has consistently created lasting value through rarity, personalization and craftsmanship. Today, its fully hybrid lineup includes three main models: the first V12 HPEV (High Performance Electrified Vehicle) Revuelto; the first plug-in hybrid Urus SE Super SUV; and the V8 class-beating HPEV Temerario.

With over 3,000 employees and a network of 186 dealers in 57 countries, Automobili Lamborghini continues to grow responsibly through long-term vision, innovation and sustainability.

Additional information and Contacts

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



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