

LAMBORGHINI

URUS



Lamborghini is redefining dynamics and design in the SUV category with the new Urus concept vehicle. With an output of 600 hp, the Urus will offer the lowest CO₂ figure of all comparable vehicles while providing a unique design, a fascinating interior and outstanding performance with versatility and everyday usability.

Between the luxuriously appointed interior and the taut, razor-sharp lines of the exterior, the Urus is pure and minimalist, exhibiting a clear focus on what matters. A touchscreen navigation, entertainment and climate control system on the inside counterpoint the 24-inch double-spoke, matte-finish aluminum wheels on the outside. Lightly shimmering red paint provides the ideal contrast for the many bodyshell parts made from carbon fiber-reinforced polymer.

The name Urus is derived once more from the world of bulls, as has long been the tradition at Lamborghini. The Urus, also known as Aurochs, is one of the large, wild ancestors of domestic cattle.

“The Urus is a very concrete idea for the future of Lamborghini—as a third model line and as the perfect complement to our super sports cars,” says Stephan Winkelmann, President and CEO of Automobili Lamborghini. “The Urus is the most extreme interpretation of the SUV idea; it is the Lamborghini of the SUVs.”

Lamborghini’s expertise in the field of lightweight design technologies guarantees breathtaking dynamics. With the Urus, Lamborghini designers and engineers have created a new icon in automotive history.

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