



Media Information

Lamborghini Urus S covers all grounds in Taormina

The Super SUV explores authentic Sicilian charm and culture

Sant'Agata Bolognese, 12 April 2023 - Lamborghini clients from across Europe and the Middle East traversed more than 160 km of road and dirt surfaces in the Lamborghini Urus S¹, while experiencing the dramatic landscapes and culture of Taormina, exploring Mount Etna and enjoying Sicilian hospitality during the fourth edition of Esperienza Terra.

The exclusive event over 12 days welcomed selected clients and their guests in the first dynamic event away from conventional roads since Urus S made its market introduction earlier this year. Guided by Lamborghini's professional drivers, guests experienced the diverse character and luxury of both the Urus S and exclusive Sicilian venues against the volcanic Etna backdrop; the authentic Italian landscapes delivering unparalleled driving environments from roads to drifting on dirt in a private quarry. Guests were hosted in a superlative hotel and dining venues, accompanied by an unexpected modern art experience provided by native local artist Alessandro Florio.

Staying at the iconic luxury San Domenico Palace overlooking the Ionian Sea, Etna and the ancient Greek theatre of Taormina, clients experienced a dinner created by Michelin-starred chef Massimo Mantarro, inspired by the unique flavors and aromas of Sicilian cuisine. The next day, guests explored the Taormina and Etna area, driving on the roads and dirt tracks to discover extraordinary views and immerse themselves in the dramatic scenery of Sicily's famous volcanic region. Following the opportunity to hike on Mount Etna with a guide to the top, guests lunched at Podere dell'Etna Segreta, on an ancient estate originally owned by Benedictine monks with the mysterious volcano in the background.

Dinner on the second night presented a further exclusive experience. Hosted at historic mansion Casa Cuseni, originally a haven for personalities from the worlds of art, cinema and literature and now a fine art museum, artist Alessandro Florio presented his specially commissioned artwork celebrating Lamborghini's 60th anniversary year. Each night, in front of a different group of guests, Alessandro painted a little more of his masterpiece: a bull created in his own unique Sicilian style, which combines the colorful skill of a tattoo artist with acrylic paints, drawing on the vibrant traditions, flora and fauna of the Taormina region. Finishing it on the final night of Esperienza Terra Taormina, the artwork will eventually be displayed at Automobili Lamborghini's headquarters in a special 60th anniversary exhibition.

Lamborghini's Esperienza Terra Taormina is just one of Lamborghini's Esperienza programs creating exceptional opportunities for Lamborghini owners and guests to make memories in

¹ Fuel consumption and emission values of Urus S; Fuel consumption combined: 14,1 l/100km (WLTP); CO₂-emissions combined: 320 g/km (WLTP)



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authentic Lamborghini style, driving Lamborghini super sports products and discovering unexpected and exclusive experiences in extraordinary environments.

The Lamborghini Urus S, announced at the end of 2022, is the successor of the original Urus Super SUV. The twin-turbo V8 engine with increased power to 666 CV matches that of the Urus S' Performante stablemate, delivering an improved weight-to-power ratio of 3.3 kg/CV. Acceleration is improved, with the Urus S propelling from 0-100 km/h in 3.5 seconds and 0-200 km/h in 12.5 seconds. With a top speed of 305 km/h, the Urus S brakes from 100 km/h back to zero in just 33.7m. Its twin-turbo engine delivers 850 Nm of maximum torque already at 2,300 rpm up to a maximum 6,000 rpm.

The Urus' chassis with adaptive air suspension ensures super sports driving enjoyment but smooth handling on road surfaces in STRADA, SPORT, CORSA and EGO drive modes, with immediately-available torque response and body balancing according to the particular requirements of its off-road drive selectors: TERRA, NEVE and SABBIA. With the same powertrain calibration as the Urus Performante, the Urus S delivers optimum responsiveness and performance when required, alongside luxurious everyday driving pleasure from the Urus' finely-tuned chassis settings. With formidable versatility in its driving personalities over any road in any condition, the Urus S is the ultimate lifestyle Super SUV.

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



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