

AUTOMOTIVE

## Lamborghini transforms SUV industry with new model

December 5, 2017



*Lamborghini teases its SUV Urus. Image credit: Lamborghini*

---

By BRIELLE JAEKEL

Italian automaker Lamborghini is looking to capture the SUV market with a new vehicle that keeps up its sports car look and feel.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

The Urus is what Lamborghini is calling the world's first SSUV, a Super Sport Utility Vehicle that is considered the fastest SUV in creation. Unveiled Dec. 4 at its Lamborghini Factory 4.0 and through a live stream, the automaker claims it can reach speeds upwards of 190mph.

"At The R&D department, we give shape to projects, creating products that seem impossible," said Maurizio Reggiani, chief technical officer at Lamborghini.

SUV innovation

Lamborghini's Urus is not its first foray into SUV models. The SSUV comes after its first attempt in 1986 with the LM002 that was in creation until 1993.

This interpretation of an SUV resembles a true Lamborghini version of a utility vehicle. Equipped with Adaptive Network Intelligent Management, Lamborghini looks to deliver a safe but powerful driving experience.

A front-mounted twin-turbocharged 4.0-liter V8 engine powers the new SUV with zero-to-62 mph time of 3.6 seconds and top speeds of 190 miles-per-hour.

The automaker's iconic designs are fitted as the exterior of the SUV to keep it a brand-true initiative. The interior is equipped with three screens for infotainment, comfort and instruments.

One of the screens even includes a handwriting recognition feature.

The brand claims the vehicle is the first sports car with five seats. The interior also includes wood finishes and crafted leather seats.

Experts are predicting the price tag to be upwards of \$200,000. The Urus is set to start production in 2018 from Lamborghini's new factory in Sant'Agata Bolognese with innovative new production automation.

The Urus is named for an extinct species of bull to convey its true power.

Today, we bring you Urus, the world's first SSUV. Exquisite design, stunning performance: Urus is everything you'd expect from Lamborghini. Roaring engine. Seven driving modes. Enhanced safety systems. Explore: <https://t.co/aoGI24Zz7w>. #Urus #Lamborghini #SinceWeMadeItPossible [pic.twitter.com/p0e0cZ1aLd](https://pic.twitter.com/p0e0cZ1aLd)

Lamborghini (@Lamborghini) December 4, 2017

Lamborghini initiatives

Lamborghini also recently showed off how powerful and unique its Aventador S Roadster is, claiming that it enhances the driver's senses.

In a vignette, the supercar brand evoked the feeling of an enhanced multisensory experience when driving its new roadster. Lamborghini revealed the 2018 design at this year's IAA Frankfurt during the press events leading up to the official show, releasing the spot alongside it ([see more](#)).

The automaker also showed off how it is not just a cut above the rest, but superior to the best of the best in a new video manifesto.

Lamborghini separated itself from the supercar category, saying that the brand is a category all of its own. Its new video manifesto aligns its brand ethos with an edgy, seductive image that entices dreamers, leaders, unique individuals and those who want to make a difference ([see more](#)).

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.