

AUTOMOTIVE

Lamborghini knows no bounds in racing terrain

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Aerial view of the Lamborghini Urus on the frozen surface of Lake Baikal. Image credit: Lamborghini

By NORA HOWE

Italian automaker Lamborghini is showcasing the expansive abilities and versatility of its Urus sports utility vehicle in a wintry effort.

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In March 2021, the brand's Urus model set the speed record on a frozen Lake Baikal in Russia during the Days of Speed event. Now, Lamborghini is celebrating this feat through an emotionally captivating film campaign.

Chilling speed

With a top speed of 298 kilometers per hour and an average speed from a standing start of 114 km/h over 1,000 meters, the Lamborghini Urus effectively demonstrated a combination of speed and versatility as it traveled across icy terrain.

In the film showcasing the milestone, the Urus is seen speeding through a wintry night, which then turns to day and audiences see that the vehicle is driving entirely on snow-covered roads.

In March 2021, the Urus set a speed record at Lake Baikal

Titled "Sky is the limit," the campaign expresses the idea that Lamborghini is surpassing all possible land limits. The brand even teases that the sky is only a challenge for now.

As the vehicle starts to reach its top speeds, a wide shot reveals the Urus is now gliding across a sheet of ice, which, in warmer months, would be the vast and fluid Lake Baikal.

With loud engine revs and energetic music incorporated into the sound design, the campaign elicits feelings of adventure and adrenaline.



From the racetrack to ice sheets, Lamborghini aims to show consumers they can take the Urus anywhere. Image credit: Lamborghini

First unveiled as a concept car at the [2012 Beijing Auto Show](#), the Lamborghini Urus now accounts for nearly six in 10 Lamborghini models sold, with 4,085 units in the first three quarters of 2021 an increase of 25 percent y-o-y ([see story](#)).

Lamborghini reported 2019 as the most successful year in its history, with a doubling of sales in only two years and one that was almost single-handedly attributed to the immense response to its Urus SUV ([see story](#)).

Testing the limits

As a high-performance sports car brand, Lamborghini seldom shies away from testing its own limits or thinking outside of the box, and often highlights the audacity of others in the process.

In early 2021, the automaker played up the adrenaline rush of its vehicles in a high-soaring campaign featuring paragliding World Cup winner Aaron Durogati. In a short film, audiences watched Mr. Durogati race the brand's Urus sport utility vehicle ([see story](#)).

In continuation of this creative partnership a few months later, Lamborghini revealed another campaign with Mr. Durogati in which the paragliding champion's work and passion mirror the adventure-seeking ethos of the automaker.

The brand followed Mr. Durogati's preparation for the Red Bull X-Alps race with the help of the Urus SUV ([see story](#)).

More recently, Lamborghini broke into the NFT space for the first time with a unique art initiative. The brand enlisted renowned Swiss artist Fabian Oefner for a project with physical and digital components.

Called "Space Time Memory," it consists of five pairs of physical and digital artworks celebrating both the automaker and human space exploration ([see story](#)).

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