

AUTOMOTIVE

## Lamborghini Urus welcomes new challenges, accomplishes mammoth feat in new film

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*Italian racecar driver Simone Faggioli and Lamborghini welcome new heights, new challenges and new records. Image credit: Lamborghini*

By KATIE TAMOLA

Italian automaker Lamborghini is once again racing towards greatness, this time the kind that breaks records, in a new vignette.

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In a new short film, Italian racecar driver Simone Faggioli and thoughtful experts from Lamborghini ruminate and prepare as Mr. Faggioli races the latest Urus model which has yet to be released up the Pikes Peak International Hill Climb. Vying to beat the record for fastest completion, the vignette shows the shared ethos of the racecar driver and Lamborghini a painstaking strive for excellence, the kind that almost feels like a responsibility when driving such an impressive vehicle.

"This spot offers consumers especially those in the US who may already know of Colorado's famed Pikes Peak and its motorsport heritage a real-world application of the Urus and its formidable capabilities," said David Undercoffler, editor in chief of [Autolist.com](https://www.autolist.com).

"It's the perfect setting for a performance-based SUV like the Urus: off-road adjacent in an outdoorsy environment, yet able to fully demonstrate its on-road prowess," he said. "There's also a bit of intrigue since this particular variant of the Urus hasn't been released yet.

New Urus, new expectations

With a luxury automaker like Lamborghini comes great heritage and the expectation that the brand will only continue to reach new heights, conquer new feats and amaze in different fashions.

The vignette begins with an aerial view of part of the course of the Pikes Peak International Hill Climb, otherwise known as The Race to the Clouds.

*Lamborghini takes Urus to the clouds in a new effort*

The climb is no easy feat, measuring 12.42 miles with more than 156 turns and climbing 4,720 feet mid-race and

ending at the finish line at 14,115 feet.

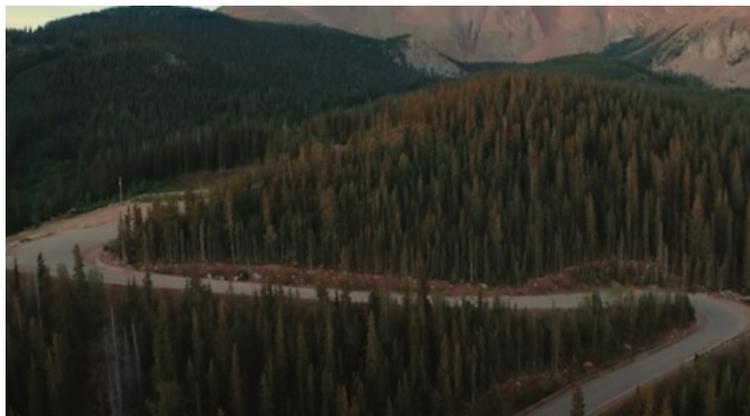
A climb ostensibly not for the faint of heart, both Lamborghini and Mr. Faggioli came prepared.

Stunning visuals of Colorado nature are spliced with footage of brand representatives and Mr. Faggioli preparing and discussing the challenge inherent in the climb, a suspenseful feel is immediately established.

Excitement, danger and drama are all built in.

"Speeds of 145 miles per hour on this course," says Dave Jordan, race officials coordinator, in the film. "So when you're going that fast, anything can happen."

Mr. Faggioli is seen inside the unreleased Urus, and then the man and vehicle are off. Zooming and winding, the driver and Urus quite literally leave the mammoth challenge of completing the course in the dust.



*The climb is no easy feat, measuring 12.42 miles with more than 156 turns. Image credit: Lamborghini*

What Mr. Faggioli and Lamborghini wanted was to break the record. With excellence woven into its ethos, it is no surprise that that is exactly what the team did.

The course was completed in 10 minutes and 32 seconds, with the vignette serving as the ultimate means for generating excitement for the new Urus and all that is to come from the future of Lamborghini.

Race to the finish

Lamborghini is an automotive brand known for its affinity for a fast-paced lifestyle. From racing to entertaining, Lamborghini sets out to remind consumers that its drivers can do it all.

Earlier this year, Lamborghini showcased the expansive abilities and versatility of its Urus sports utility vehicle in a wintry effort.

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. Lamborghini celebrated this feat through an emotionally captivating film campaign ([see story](#)).

In June, Lamborghini reflected on its own dedication to excellence through a series spotlighting those passionate about their crafts.

The first two episodes of the Huracn Tecnica series introduce Italian professional volleyball player Paola Egonu and Swiss conductor Lorenzo Viotti. Their palpable passion for their crafts forms a clear connection to the ethos of Lamborghini ([see story](#)).

"[This new vignette] reflects Lambo's ethos by flexing the brand's considerable performance heritage and capabilities without involving motorsports, one area where the famed Italian brand has always lagged behind rivals like Ferrari, Porsche, Mercedes-Benz, Aston Martin, and even Bentley," Mr. Undercoffler said. "This is Lamborghini in its element."