

AUTOMOTIVE

## Extreme sports stars take Lamborghini's latest edition of Huracn off road

December 29, 2022



*Given their expertise in the realms of speed and alternative terrain, these four extreme athletes were well-suited to gauge the Lamborghini Huracn's performance. Image courtesy of Lamborghini*

By MARYBETH CONNAUGHTON

Who better to promote the first sports car designed to go off-road than athletes whose professions regularly take them off the beaten path and even into the sea and sky.

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

In a behind-the-scenes video released by sportscar giant Lamborghini, four stars of the extreme sports world recount their experiences driving the Serrato, the latest edition in the brand's Huracn series, which they filmed as part of the model's ad campaign. Filming took place throughout the brand's native Italy.

"True to our values as a visionary, bold and unconventional brand, with the Serrato we are breaking new ground in driving sensations," said Stephan Winkelmann, president and CEO of [Automobili Lamborghini S.p.A.](#), in a statement.

### Free to Roam

The Serrato, which boasts a 5.2-liter V20 engine and all-wheel drive, is the first super sports car made for any terrain. With a maximum power output of 610 horsepower, accelerates from zero to 60 miles per hour in 3.4 seconds, topping out at 162 mph. Its bespoke Bridgestone tires are made to grip surfaces such as gravel and tarmac, and perform optimally on unpaved and sandy surfaces.

Given their expertise in the realms of speed and alternative terrain, these four champion extreme athletes were well suited to gauge and describe the vehicle's performance. Unsurprisingly, the most commonly cited feeling among the four was "freedom."

Gaia Tormena, a native of Italy's Aosta Valley, is a mountain biking champion many times over. She has won the Italian, European and World Eliminator competitions, which is where four riders race each other over a very short course.

For her part in Lamborghini's campaign, she raced against the Serrato across the dirt tracks through Italy's Tuscia area, which falls between Tuscany and Lazio.

She describes parking her bike for a seat behind the wheel of the Serrato. "When I literally got in the car, it felt like I

was five years old again," said Ms. Tormena. "I was so excited because of the speed and everything. It feels like being in a video game. If I had to describe my experience with **Lamborghini**? Unexpected."

*The champion athletes describe the freedom found in driving the Serrato in this behind-the-scenes campaign.*

In 2016, Matteo Iachino became PWA Slalom World Tour Windsurfing Champion, the first Italian to do so. His romantic partner, fellow Italian windsurfer Blanca Alabau won the 2021 Defi Wind Superstars. The latter competition takes place every 20 years, and draws people from all over the world to compete in the Gruissan commune of southern France.

In the second campaign film, the two are shot taking on the waves along the coast of Sicily, between Mazzara Del Vallo and Petrosino. In their behind-the-scenes interview, they appeared together, and shared many sentiments towards the Serrato driving experience.

"I feel freedom, mostly," says Mr. Iachino. "I think that comes from the fact that there [is] not limits. Driving was amazing. I loved it."

"I feel empowered when I have this speed," says Ms. Alabau. "It feels incredible to be a passenger in the Serrato. Driving was really fun. I want more."

French and Dutch paragliding pilot Maud Perrin won the gold medal in the 2022 Women's Arco World Tour. This competition consists of three events between June and August and across three countries, which combine athleticism and daredevil tactics.

In her ad campaign, Ms. Perrin participated in a mock race with the Serrato. While the car wound its way along the normally restricted roads of Mt Edna, Europe's tallest active volcano, Ms. Perrin sailed overhead.

In her interview, she compared her sport to driving the Serrato, saying, "The most satisfying part when you're paragliding is actually, you feel so free when you're flying. [Driving Lamborghini] was a lot of fun."



*The Serrato's bespoke tires are made to grip rough surfaces, allowing it to brave what has previously been uncharted territory for supersports cars. Image credit: Lamborghini*

### Reaching New Heights

For the first time in a Huracn model, Rally driving mode appears in the Lamborghini Dynamic Vehicle Integration (LDVI) or the central brain of the car. The car's height is 1.7 inches above that of the Huracn EVO.

First introduced as a concept in June of 2019, the car made its debut at the Art Basel Miami at the end of last month. At the beginning of that same month, the brand announced it would be ceasing production of its V12 combustion engine in an effort to hybridize its entire range of motors by 2024 ([See story](#)).

"With the high-speed all-terrain concept of the Serrato, we have uniquely combined the driving experience of a true super sports car and the fun of driving a rally car," said Rouven Mohr, Chief Technical Officer at Lamborghini. "Lamborghini cars always deliver emotion: the Serrato delivers a new degree of driving thrills."

1,499 units of the Serrato will be available beginning in February of 2023.