

AUTOMOTIVE

Lamborghini tests luxury models with multi-stop Scandinavian winter trek

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The resund Bridge that connects Denmark and Sweden served as part of the convoy's track. Image credit: Lamborghini

By MARYBETH CONNAUGHTON

Italian automaker Lamborghini sent a fleet of its finest models on a circuitous trek through Denmark and Sweden, which featured some stunning landmarks along the way.

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The 12-strong convoy represented four of the brand's most popular models: the Huracn STO and Tecnica, and the Urus S and Performante. The vehicles' performance and durability were tested by the wintry landscape while the drivers were rewarded by its beauty.

"Lamborghini is not just selling a vehicle, it is selling a lifestyle," said David Undercoffler, editor in chief of [Autolist.com](#), San Francisco.

'Look at all these adventures you could have in your Lambo.' Buyers of high-end vehicles—or anything—are looking beyond just the product itself and are seeking the experiential. This spot shows how that is possible."

To start

Before embarking on their journey, Lamborghini's drivers filled up on fuel the culinary kind—courtesy of Austria-based chef Mattia Risalti. Known for his design-focused dinner pop-ups, Mr. Risalti provided the party with a cooking masterclass and a dinner which included hand-rolled pasta.

Taking place in a converted paper mill, the event was meant to reiterate the importance of choosing the finest materials when crafting a masterpiece in any medium.

Invitees were then shown a static presentation of the Sterrato, the latest in the Huracn series and Lamborghini's first sports car made to go off-road. Set to be released next month in a strict edition of 1,499, the model made its international debut at Art Basel Miami in December.

As part of a recent campaign, the automaker invited a group of champions from the extreme sports world to test those off-road capabilities. The athletes—mountain biker, windsurfers and paraglider—took turns "racing" the Sterrato, each in the method of their respective sport. They then took turns behind the wheel, all four marveling at the car's speed and agility.

The word cited over and over again was "freedom."

That campaign took place in the dry, dusty Mediterranean climate of rural Italy. At one point, paragliding champion Maud Perrin raced the vehicle from the air as it drove through the normally restricted roads on Mt. Etna, Europe's tallest active volcano ([see story](#)).

In Denmark, winters are long and temperatures tend to hover between just above and just below freezing, making road conditions a combination of slick and icy. In Sweden, drivers regularly contend with snow and ice storms which challenge even the most skilled.



Lamborghini's colorful fleet makes its way past Frederiksborg Castle. Image credit: Lamborghini

The morning after their dinner, drivers left Copenhagen and headed north for Helsingør, a historic coastal town and home to Kronborg castle, where Shakespeare's *Hamlet* was set. On the way, they drove past the 17th-century Renaissance facade of Frederiksborg Castle.

A ferry ride brought the group to the Swedish coast and from there they drove south to Malmö, where spiraling skyscrapers abut centuries-old brick facades. They arrived back in the Danish capital via the Øresund Bridge, the largest road and rail bridge in continental Europe. On the Denmark side, the bridge eventually transitions into an underwater tunnel via an artificial island called Peberholm.

After such a V-8 and V-10-powered sightseeing tour, the drivers were rewarded with a stay in a series of luxury cabins.

Following along

Testing vehicle performance in exotic locales and inviting armchair viewers to join has proven a successful approach for other brands, too.

German automaker Porsche delivers a weekly "Sunday Drive" series via its news page.

In one recent profile, Spanish Pop artist Diego Izquierdo drove his beloved Porsche 944 along a 36-mile highlight tour of Teide National Park in his native Tenerife.

Acting as tour guide and narrator, he pointed out popular points along the way.

Though certainly pleasant, the journey had its challenges. It took Mr. Izquierdo nearly 7,000 feet above sea level, past the world's third highest volcanic structure and to the island of Minas de San José, where the topography is closer to the moon's than to the rest of the Earth's.

The artist finished the trip singing the praises of both the scenery and the vehicle's ability to carry him along safely and easily.

"I love this route," he said in the profile ([see story](#)).

Those lucky enough to have caught a glimpse of **Lamborghini's** fleet as it went by were said to be thrilled by the cars' colors and designs.

"These types of experiential winter drives have become common among high-end automakers," said Mr. Undercoffler.

"It is a chance for people to better connect with their purchase than they might in an everyday setting, driving it in conditions and circumstances that allow them to better test the abilities of these types of cars. Plus it's social media-

friendly chance to experience a place and a car that few other people have access to. "

"It is a great setting to depict dramatic landscapes and thrilling winter driving."

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