

AUTOMOTIVE

## Lamborghini brings flagship hybrid model to market

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*The Revuelto arrives with an all-new aerodynamic design and electric-enabled powertrain. Image credit: Lamborghini*

By AMIRAH KEATON

Italian automaker Lamborghini is reveling in the arrival of a highly-anticipated release as the company's first plug-in hybrid model touches down.

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An exclusive premiere event led by top executives kicked off a global campaign to introduce the brand breakout. In 2021, the company's chief executive shared plans to procure a full road-car range of plug-in hybrids by next year the Lamborghini Revuelto's launch represents a major step towards the establishment of a fully environmentally-conscious company fleet.

"The new Revuelto is a milestone in the history of Lamborghini, and an important pillar in our 'Direzione Cor Tauri' electrification strategy," said Stephan Winkelmann, chairman and CEO of [Lamborghini](#), in a statement.

"It is a unique and innovative car but at the same time faithful to our DNA: the V12 is an iconic symbol of our super sports heritage and history," he said. "Revuelto was born to break the mold, combining a new 12-cylinder engine with hybrid technology, creating the perfect balance between delivering the emotion that our clients want with the necessity to reduce emissions."

World Premiere

In line with the luxury automaker's logo and branded lineage, and doubling as a reference to the animal symbolizing founder Ferruccio Lamborghini's Taurus zodiac sign, Lamborghini's latest model takes its name after a famed Spanish fighting bull.

As legend has it, the contender's potential reached its height during the late 17th century. Nearly 100 years later, an Italian luxury sports cars manufacturer would set up shop, debuting its first-ever car in 1963.

The brand's founding location of Sant'Agata Bolognese, Italy would go on to serve as the site of yet another milestone presentation.

As Lamborghini approaches its 60th anniversary, the Revuelto is born.



*Company chairman and CEO Stephan Winkelmann presents the Lamborghini Revuelto. Image credit: Lamborghini*

On March 29, 2023, at the company's Automobili Lamborghini's headquarters in Italy, Mr. Winkelmann and his corporate peers unveiled the V12 hybrid HPEV, or high-performance electric vehicle, to media, owners and celebrities alike.

"Today is the most important day of this year for Automobili Lamborghini because it marks the unveiling of our new car," says Mr. Winkelmann, at the company's premiere event.

"If we speak about a super sports car, we can reduce it to a couple of words," he says. "It's all about design and performance."

The first series production hybrid model, Lamborghini Revuelto arrives with an aerodynamic design and electric-enabled powertrain among a long list of fine-tuned features, as explained during the debut session.

"Our technical layout started with the Countach [model] more than 50 years ago, with the gearbox in the middle and a longitudinal engine in the back of the car," Mr. Winkelmann says.

*A branded ad spot emphasizes the engine's most evident emission is now a "roar of history"*

"Now we are changing it, we have the battery in the middle, in the tunnel, [and] are turning the engine 180 degrees, and then we have the clutch in the rear of the car," he says. "This is all to continue to do what we are doing best."

With speeds of up to 217 miles per hour made possible, in part, by three electric motors and a 12-cylinder internal combustion engine, the model takes just 2.5 seconds to rev from 0 to 62 miles.

An eight-speed, double-clutch transverse gearbox completes Lamborghini Revuelto's transmission, as 13 driving modes give its owner ultimate control. Additionally, the car's all-wheel drive function is also available in fully electric mode.

Externally, the Revuelto arrives with an all-new aerodynamic design, combining classic Lamborghini proportions and sculpted lines. Led by the brand's "Feel Like a Pilot" design concept, an interior cockpit makes a captain of the Lamborghini Revuelto's driver.



*The Revuelto's interior cockpit is led by the brand's "Feel Like a Pilot" design concept. Image credit: Lamborghini*

Among its most recognizable features, though, is the sound of the Revuelto's engine.

A branded ad spot emphasizes the car's most evident emission, which is now a "roar of history," while a guided

landing page encourages fans to partake in a digital 8D sound experience using headphones.

Throughout Lamborghini's late March, executives stress efficiency, functionality and style, values at the forefront of this drop. Updates were announced from the luxury automaker's new Emissions Technology Center, where the world gathered to witness the historic moment.

"We invested more than 150 million here, in production facilities and technologies, and we have reached a cover surface of more than 117,000 square meters," says Ranieri Niccoli, chief manufacturing officer at Automobili Lamborghini, at the company's premiere event.



*Photos showcase the model's bright orange paint treatment, made possible by the company's "Arancio Apodis" signature tone. Image credit: Lamborghini*

"With the presentation of the Lamborghini Revuelto we start writing a new chapter in our considerable V12 history," said Mr. Winkelmann, in a statement.

"This is not only a landmark moment, but one that everyone working at Lamborghini takes pride in, and it is a privilege to welcome media, owners, our dealers and important guests to witness the Revuelto's premiere at our home in Sant'Agata Bolognese."

"From Now On"

Lamborghini debuted the Revuelto stateside on April 4, just ahead of the New York International Auto Show. According to recent earnings rounds, the strategic choice checks out.

The company's reports position the U.S. market as Lamborghini's single largest globally, with a total of 2,721 vehicles delivered in 2022, representing a 10 percent increase achieved in 2021 alone.

"As the company's top sales market, it was important for Lamborghini to bring the Revuelto to the U.S. for our top customers to see for themselves just one week after the global debut," said Mr. Winkelmann, in a statement.

1015 CV can really take you everywhere. Yesterday they took us to New York, for the U.S. debut of our Lamborghini Revuelto.

From Now On. And it's always on. [#Lamborghini](#) [#Revuelto](#) [#FromNowOn](#)

CO2 Emission and Fuel consumption combined: <https://t.co/MLO6PI23fq>

Lamborghini (@Lamborghini) [April 5, 2023](#)

"As the fastest, most technologically advanced and customizable Lamborghini in history, customer demand has been extremely strong," he said. "The anticipation for the first customer deliveries by the end of this year is high."

As much as Lamborghini Revuelto continues the Italian sports car company's V12 heritage, the model challenges the apparatus, opting into a shared vision towards an electrified future that becomes clearer with each passing year.

"Following up the Aventador, the LB744 is the first step into this hybridization, and next year the Urus will follow at the end of 2024, we will have also the follower of the Huracn," Mr. Winkelmann says, at Revuelto's premiere event.

"This is going to reduce the CO2 emissions in comparison [to] today, in 2025, by at least 50 percent," he says. "In 2028 and 2029, we will have the first fully electric cars and this is going to further reduce the CO2 emissions up to 80

percent by the end of this decade."

"We are changing everything to stay true to our DNA, to the DNA of Lamborghini."

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