

AUTOMOTIVE

## Lamborghini brings Esperienza Neve ice driving event to New Zealand

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*Guests recently took part in the first-ever proving ground exercise to involve the Huracn Sterrato model. Image credit: Lamborghini*

By LUXURY DAILY NEWS SERVICE

Italian automaker Lamborghini is continuing to test the limits of its contemporary models.

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According to a statement from the company, consumers from the Asia Pacific market were invited to Queenstown, New Zealand to take part in an annual ice driving exercise. With the guidance of instructors, guests were able to get behind the wheel of Lamborghini's super sports cars and SUVs, taking part in the brand's first-ever Esperienza Neve event to involve the Huracn Sterrato model.

"Esperienza Neve is the perfect dynamic ice driving environment for our valued clients to experience the powerful performance and potential of our Lamborghini cars in winter conditions," said Francesco Scardaoni said, region director of Asia Pacific at [Automobili Lamborghini](#), in a statement.

"Featuring the Huracn Sterrato at the Esperienza Neve in the Southern Hemisphere for the first time, we are thrilled to be able to further demonstrate the capability of the all-terrain super sports car that goes beyond the asphalt."

Snow show

Each year, Lamborghini enlists a lucky group to drive a difficult circuit, performing challenges on an ice track while learning how to extend control in cold-weather conditions and safely race on low-grip surfaces. This season, leaders brought the company's newer models to the snowy proving ground.

This season, the automaker's VIPs participated in a curated program for three days, enjoying a stay at Lake Wakatipu on the nation's South Island as the process played out, placing the abilities of the Huracn Tecnica, Huracn STO, Urus Performante and Urus S on full display during the experience.

Huracn Sterrato at the Southern Hemisphere's Esperienza Neve for the first time, under the guidance of professional Lamborghini driving instructors.

Still not believing it? Wait for Esperienza Neve Livigno 2024! [#Lamborghini](#)

The exclusive event is Lamborghini's first to incorporate the Huracn Sterrato super sports car, which has a revised Lamborghini Integrated Vehicle Dynamics system for specified calibrations and sports settings, keeping drivers safe on loose ground.

The event comes on the heels of a successful fiscal period for the automaker, which just announced its best-ever half-year results by revenues for the first part of 2023 ([see story](#)).

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