

AUTOMOTIVE

Lamborghini brings road trip for women to Middle East

March 5, 2024



Begun in 2023 in the United States, the She Drives a Lambo project aims to promote diversity and inclusion on the road. Image credit: Lamborghini

By LUXURY DAILY NEWS SERVICE

Just in time for Women’s History Month, a favorite offering of Italian automaker Lamborghini has landed in a new region.

The brand recently brought its She Drives a Lambo event to the Middle East. From the comfort of Lamborghini Urus S models, the most-sold Super SUV to female clients in the area, women were invited to embark on a road trip from Dubai to Ras Al Khaimah, United Arab Emirates.

“It was fantastic to welcome guests from the Middle East for this event, giving them the opportunity to drive the Urus S and understand more about Lamborghini and how we are working towards elevating our brand among wider audiences to avoid common stereotypes,” said Paolo Sartori, regional head of the Middle East and Africa at [Automobili Lamborghini](#), in a statement.

Desert drive

Begun in 2023 in the United States, the She Drives a Lambo project aims to promote diversity and inclusion on the road, landing in the Middle East for the first time this year.



Female drivers passed through famous regions of the Middle East. Image credit: Lamborghini

The group of women who participated drove over 400 kilometers, or nearly 250 miles. On their journeys, they passed Jebel Jais, the highest peak in the United Arab Emirates, enjoyed off-road fun and stayed in the protected grounds of the Al Wadi

Desert.

Food played a big role in the experience.

The collective dined at Puro 1484, named for its height above sea level as the restaurant boasts the tallest elevation in the country. In the nature reserve, a traditional Arabic dinner was served to drivers.

For two days, those who gathered engaged in a deep dive into Lamborghini's brand identity, all while taking in panoramic views of the arid landscapes and Hajar Mountains.

Insight sessions included a workshop on the automaker's principles that break stereotypes and future-facing evolution. Centro Stile, the company's design department, delved into color personalization and other elements of the famous Ad Personam program; clients can use this to make their Urus S their own, picking out the colors, trim, wheels and more.



The event came just in time for Women's History Month. Image credit: Lamborghini

Running on a twin-turbo V8 engine with boosted power to 666 CV, the vehicle set the tone for the entire programming.

Delivering an impressive weight-to-power ratio and powerful acceleration, the car is also known for its striking design enhancements. Fusing a sporty look and a luxury lifestyle persona, the SUV is versatile.

Peers in the sector, such as South Korea-based Genesis, are likewise uplifting this type of model, centering campaigns around the large vehicles ([see story](#)).

© 2024 Reliance Relocation Services, Inc. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.