

**FOR BAR RAISERS ONLY**





URUS



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**DIGITAL BROCHURE**



## INTRODUCTION

<b>01</b>	<b>DESIGN</b>	<b>4</b>	<b>03</b>	<b>DRIVING EXPERIENCE</b>	<b>16</b>
		5		DRIVING MODES	17
		6		ADAS	18
	EXTERIOR DESIGN	6	<b>04</b>	<b>TECHNOLOGY</b>	<b>19</b>
	EXTERIOR PAINT OPTIONS AND AD PERSONAM	7			
	RIMS RANGE	8		A DIGITAL EXPERIENCE	20
	BRAKE CALIPERS	9		ONBOARD TECHNOLOGY	21
	INTERIOR DESIGN	10		LAMBORGHINI INFOTAINMENT SYSTEM III	22
<b>02</b>	<b>PERFORMANCE</b>	11		CONNECTED SERVICES	23
			<b>05</b>	<b>ACCESSORI ORIGINALI</b>	<b>24</b>
	ENGINE	12			
	TRANSMISSION AND CHASSIS	13		ACCESSORI ORIGINALI	25
	EXHAUST	14	<b>06</b>	<b>TECHNICAL SPECIFICATIONS</b>	<b>27</b>
	OVERALL PERFORMANCE IMPROVEMENT	15			
				TECHNICAL SPECIFICATIONS	28



# INTRODUCTION



## **FOR BAR RAISERS ONLY.**

### **The best of two worlds.**

Lamborghini combined the most sought-after qualities of supercars and SUVs to create the quintessential expression of Lamborghini lifestyle through an exceptional vehicle able to deliver thrilling driving emotions and offer the ultimate comfort no matter the road conditions. Urus S is an evolution of performance, design, and exclusivity that embodies the versatility of everyday use.

### **Discover a new, heightened perception of luxury.**





**01**

**DESIGN**



# EXTERIOR DESIGN



## **BRAND-NEW SOPHISTICATION.**

**Urus S embodies a super SUV design evolution that delivers the ultimate luxury, sophistication, and sportiness.**

Lines and surfaces maintain the audacious qualities of Urus but present greater sculptural definition to add a bold yet graceful stance to the entire silhouette. New elements have been brought in to deliver a design update that, among other developments, include new front and rear bumpers (available with new style packages), air vents, and side fins. A fresh treatment was afforded to the exhaust tailpipes in stainless brushed steel, the front steel skid plate, and the wheel rims, which present unique finishing.

From the very first look, Urus S is a triumph of performance and sophistication.

## **DESIGN VERSATILITY.**

Ultimate comfort must also include functionality. This is why Urus S presents a series of features specifically designed for versatility: the hands-free tailgate release, trailer tow, and roof rails ensure your Super Sport Utility Vehicle is ready for any adventure.



# EXTERIOR PAINT OPTIONS AND AD PERSONAM

## THE MOST CUSTOMIZABLE URUS EVER.

Several body color options exist to exalt the stylish spirit of Urus S and make this extraordinary SUV truly yours.

You can express yourself to the fullest by picking between a vast array of choices provided by the Standard, Option, and Ad Personam offers.





# RIMS RANGE

## NEW RIMS FINISHINGS.

**The rims personalization offer for Urus S presents a plethora of options that is further enriched by two brand-new designs that bring added sophistication to the range.**

The Optional offer for the Nath 22" rims includes the options of Titanium Matt, Diamond Finished, and the brand-new Titanium Matt Diamond Finished. In the Ad Personam program, this rim is available in Shiny Silver.

The Optional offer for the 23" Taigete rim includes the options of Shiny Black and the brand-new Bronze Diamond Finished. In the Ad Personam program, this rim comes in different color accents for the edges-Giallo Inti, Arancio Borealis, Arancio Argos, Verde Scandal, and Diamond Finished.





# BRAKE CALIPERS

## PERSONALIZE YOUR BRAKES.

**Urus S is equipped with carbon-ceramic brakes that deliver the best braking performance in the SUV segment.**

While the Standard offer for brake calipers is Silver, further personalization choices are available in the Optional offer (Yellow, Black, Red, Green and Orange).





# INTERIOR DESIGN

## CONTEMPORARY ELEGANCE.

The interior of Urus S is the ultimate expression of the luxury, elegance, and attention to detail that distinguish the Lamborghini brand all over the world.

Premium leather surfaces and a brand-new sophisticated interior trim in a wide range of finishings offer indulgent comfort to driver and passengers, for a driving experience that perfectly embodies the Lamborghini lifestyle.





**02**

**PERFORMANCE**



# ENGINE

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## **ENHANCED DYNAMIC PERFORMANCE.**

**Urus S shares the same beating heart of Urus Performante—a 4.0-liter V8 twin-turbocharged engine that underwent significant powertrain improvements and has a maximum power output of 666 CV.**

A more responsive acceleration pedal and increased boost contribute to an enhanced driving behavior.



# TRANSMISSION AND CHASSIS



**Urus S is designed to adapt to virtually all kinds of terrains, road conditions, and driving predicaments.**

This high versatility is achieved thanks to state-of-the-art technology such as four-wheel steering, permanent all-wheel drive with active torque vectoring, and a roll stabilization system with continuous and immediate response.

The chassis presents an integral lightweight body in aluminum composite and, unique to Urus S, an adaptive air suspension system that delivers ultimate comfort during any kind of driving experience.



# EXHAUST

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## **ENHANCED SOUND EXPERIENCE.**

**In Urus S, the exhaust system underwent an all-around restyling both in terms of aesthetics and sound.**

The exhaust tailpipes present a new treatment in stainless brushed steel for a better all-road use, while the sound system was updated to provide an enhanced sound level in the cabin.

The redesigned muffler and improved sound at all RPMs provide an even more engaging driving experience.



# OVERALL PERFORMANCE IMPROVEMENT

		<b>URUS</b>	<b>URUS S</b>
<b>Power (System)</b>	<b>CV</b>	<b>650</b>	<b>666</b>
<b>Curb Weight</b>	<b>Kg</b>	<b>2,197</b>	<b>2,197</b>
<b>Curb Weight/Power</b>	<b>Kg/CV</b>	<b>3.4</b>	<b>3.3</b>
<b>Acceleration 0 - 100</b>	<b>sec</b>	<b>3.6</b>	<b>3.5</b>
<b>Acceleration 0 - 200</b>	<b>sec</b>	<b>12.8</b>	<b>12.5</b>
<b>Braking 100 - 0</b>	<b>m</b>	<b>33.7</b>	<b>33.7</b>
<b>Vmax</b>	<b>Km/h</b>	<b>305</b>	<b>305</b>







**03**

**DRIVING EXPERIENCE**



# DRIVING MODES

**The ANIMA selector, Lamborghini's staple for unique driving experiences, is of course also present in Urus S, ready to deliver incredible thrills through six different driving modes.**

Urus S drivers can select between three on-road modes and three off-road modes: Strada (for city roads), Sport (for agility and enhanced responsiveness), and Corsa (for precision and maximum performance) are the on-road options, while Terra (for general off-road surfaces), Neve (for snowy and icy surfaces), and Sabbia (for sand or fine gravel) are the off-road possibilities.





# ADAS

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## **SAFETY FIRST.**

**Urus S is equipped with state-of-the-art driving and safety systems, offering a wide selection of ADAS (Advanced Driver Assistance System) features such as Adaptive Cruise Control with Stop & Go feature, Urban Road Assistance and Highway Assistance with Lane Keeping and Lane Centering features. (\*)**

(\*) Note: Offer and availability subject to change depending on market.



# 04

## TECHNOLOGY





# A DIGITAL EXPERIENCE

## LAMBORGHINI WORLD AT YOUR FINGERTIPS.

The onboard and external technology for Urus S was designed to elevate the user experience on a 360-degree level.

Among the off-board instruments available, the Lamborghini Unica app is certainly customers' best ally. From booking service appointments to remotely controlling their Lamborghini to configuring the next vehicle purchase, once they've downloaded the app, owners will have the whole Lamborghini world at their fingertips.





# ONBOARD TECHNOLOGY

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## ***AN ENGAGING EXPERIENCE FOR ALL.***

**As a lifestyle-oriented super SUV, Urus S offers an incredibly engaging onboard experience to the driver and passengers alike.**

A brand-new rear seat entertainment system allows access to video content via the integrated Netflix app or content mirroring from the smartphone, for hours of entertainment to be streamed directly to the rear seat displays.



# LAMBORGHINI INFOTAINMENT SYSTEM III

## IMPROVED SAFETY AND ENTERTAINMENT.

The onboard technology of Urus S is enriched by the Lamborghini Infotainment System III (LIS III), which features intuitive touchscreens with haptic feedback, interactive voice commands, and three innovative HD displays.

Safety and entertainment are improved by an updated multi-connection concept, with entertainment being literally amplified by the unique Bang & Olufsen sound system featuring 3D sound technology.





# CONNECTED SERVICES

**Lamborghini Connect is an exclusive technology suite designed to bring customer experience to a whole new level. (\*)**

The Connected Services available for Urus S are:

## Connected Navigation Services

Precise real-time travel, route, and destination updates.

- Online Smart Routing
- First/Last Mile Navigation
- Traffic Light Information
- Local Hazard Information
- Wechat POI Integration
- Online POI Search
- Over-the-Air Map Update
- Real-Time Traffic Information
- 3D City View
- Satellite Map
- Google POI Search
- Google Voice Search

## Peace of Mind

The maximum convenience in managing the status and condition of your car. Your Urus right at your fingertips whenever and wherever you need it.

- Vehicle Status Report
- Remote Lock/Unlock
- Remote Horn and Light
- Car Finder
- Remote Trip Statistics

## Safety and Security

Advanced assistance services for monitoring the car and ensuring the safety of the people onboard.

- Era-Glonass
- Anti-Theft Alarm Notification
- Valet Alert
- Curfew Alert
- Speed Alert
- Geofencing Alert
- Private Emergency Call
- Online Roadside Assistance
- Stolen Vehicle Locator
- Lamborghini Connect Vehicle Tracking System

## Entertainment

Cutting-edge features that make the travel experience even more enjoyable and engaging.

- Hybrid Radio
- Online Radio
- Song Recognition
- Smartphone Interface
- Natural Language Interaction
- Wi-Fi Hotspot

(\*) Please note that availability of Lamborghini Connected Services varies according to model and country. The information on this page is intended to provide a general overview. For service availability in your country, please contact your Lamborghini Dealer.





**05**

**ACCESSORI ORIGINALI**

**< INDEX**

**24**



# ACCESSORI ORIGINALI

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**Lamborghini Accessori Originali is a wide range of products created to make the absolute most of your Lamborghini by equipping it with specially designed accessories.**

Here's an overview of the Accessori available for Urus S:

## **SPORT**

Urus Titanium Exhaust

## **EXTERIOR**

22" Auriga Rims Shiny Black

22" Auriga Rims Matt Bronze

23" Penteo Rims

with Colored Ring Badge

Carbon Fiber Engine Bay

Valve Caps with Logo

Door Lights with Shield





# ACCESSORI ORIGINALI

**Lamborghini Accessori Originali is a wide range of products created to make the absolute most of your Lamborghini by equipping it with specially designed accessories.**

Here's an overview of the Accessori available for Urus S:

## TRAVEL AND LEISURE

Roof Box

Roof Bike Carrier

Pet Care Accessories

Travel and Ski Bag

Snow Chain

21", 22", 23" Tires (Summer, Winter, All Season)

All Season Floor Mats

Cargo Liner and Stopper

## INTERIOR AND CAR PROTECTION

Lamborghini Protective Film

Infotainment and Climate Control Screen Protector

Ultra Protective Car Cover

Emergency and First Aid Kit

Lamborghini Eye (dash cam)

Super Sport Utility Vehicle is ready for any adventure.







# 06

## TECHNICAL SPECIFICATIONS



# TECHNICAL SPECIFICATIONS

ENGINE	
engine	eight-cylinder V, 90°
displacement	3.996 cm <sup>3</sup> (243,85 cu in)
bore x stroke	86 x 86 mm (3,39 X 3,39 in)
valve control	intake and exhaust camshafts with continually variable adjustment
bore x stroke	intake and exhaust camshafts with continually variable adjustment
compression ratio	9,7 : 1
max. power (kW/CV)	471/640 kW/CV at 6.000 rpm
max. torque	850 Nm at 2.300 - 4.500 rpm (626,93 lb.-ft.)
weight-to-power ratio	3,7 kg/CV
emission class	C62B
exhaust treatment	4 catalyst including OPF (Otto Particulate Filter) with lambda regulation
cooling system	water cross flow cooling
engine management	Bosch
DRIVETRAIN	
transmission type	4WD with integrated front differential, central differential (Torsen) and active torque vectoring rear differential
gearbox	8-speed automatic gearbox, characteristic depending on TAMBURO drive mode
PERFORMANCE	
top speed	305 km/h (189.5 mph)
acceleration 0-100 km/h (0-62 mph)	3,6 s
acceleration 0-200 km/h (0-124 mph)	12,8 s
braking 100-0 km/h (62-0 mph)	33,7 m
BODY AND CHASSIS	
chassis	integral lightweight body in aluminum composite design
body shell	outer skin made from aluminum and composite material
mirrors	electrically controlled exterior mirrors
airbags	up to 8 Airbags: front driver and passengers airbag, front and rear side airbags, curtain airbag for head protection



# TECHNICAL SPECIFICATIONS

WHEELS	
front rims	9,5Jx21" ET28
rear rims	10,5Jx21" ET18
front tires	PIRELLI PZERO 285/45 ZR21
rear tires	PIRELLI PZERO 315/40 ZR21
STEERING AND SUSPENSION	
Electronic Stability Control (ESC)	ESC/ABS characteristics can be adjusted via TAMBURO, ESC can be deactivated
suspension type	multi-link front and rear
springs & dampers	adaptive air suspension, electromechanical active roll stabilization, electronically controlled semi-active dampers
steering	electromechanical power steering, steering gear with different servotronic characteristics and Lamborghini Rear-wheel Steering (LRS), managed by the Tamburo drive modes
steering wheel ratio	13,3 : 1
BRAKES	
<b>Front carbon-ceramic brakes discs with front monoblock aluminum 10 piston brake calipers</b>	
type	CCB
diameter	440 mm (17.32 in)
thickness	40 mm (1.57 in)
BRAKES	
<b>Rear carbon-ceramic brakes discs with rear cast iron floating 1 piston brake calipers with integrated electric parking brake</b>	
type	CCB
diameter	370 mm (14.57 in)
thickness	30 mm (1.18 in)
CAPACITIES	
fuel	85 liters
trunk	616 liters
consumption (WLTP)	Combined fuel consumption 13 l/100km CO2 emission 308 g/km



# TECHNICAL SPECIFICATIONS

DIMENSIONS	
length	5.112 mm (201,26 in)
width (excluding mirrors)	2.018 mm (79,44 in)
width (including mirrors)	2.181 mm (85,87 in)
height	1.638 mm (64,48 in)
wheelbase	3.003 mm (118,22 in)
track front	1.695 mm (66,73 in)
track rear	1.710 mm (67,32 in)
kerb-to-kerb turning circle	11,8 m (4645,67 in) - average value, variable due to dynamic condition, thanks to Lamborghini Rear-wheel Steering (LRS)
curb weight*	2.350 kg (5.180,86 lbs)
weight distribution	% 57/43
LAUNCH YEAR / DATE	SEPTEMBER 2022
NUMBER OF SEATS	4/5





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Lamborghini Dealer  
today to step into the future.  
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