



DARE TO
LIVE **MORE**

LAMBORGHINI URUS SE

URUS SE



DIGITAL BROCHURE

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INTRODUCTION

Dare to live more

Urus SE continues Automobili Lamborghini's journey toward Direzione Cor Tauri, the brand's ambitious project of complete hybridization. The first PHEV (Plug-in Hybrid Electric Vehicle) luxury Super SUV is a revolutionary vehicle that sets a new standard for the segment in terms of performance, efficiency, emissions, comfort, and driving pleasure. The Fun-to-Drive aspect reaches a whole new level, delivering unparalleled emotions.

Urus SE is the super SUV for daring individuals who want to take a step into the future.



01

DESIGN

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EXTERIOR DESIGN

**REDEFINED
STYLISTIC
CANONS.**

NEW BONNET

NEW MATRIX HEADLIGHTS

NEW FRONT BUMPER & GRILLE

NEW EXTERIOR COLORS

NEW RIMS & TIRES RANGE

EXTERIOR DESIGN

MAKE IT YOURS.

NEW TAILGATE

NEW TAILLAMPS GRILLE

NEW STYLE PACKAGES

NEW REAR BUMPER

EXTERIOR PAINT OPTIONS AND AD PERSONAM

MAKE IT YOURS.

Thanks to Ad Personam, a program dedicated to the ultimate customization of your vehicle, a Lamborghini can be the quintessential expression of your personality. Ad Personam offers a plethora of personalization options to make your Lamborghini truly yours.

Urus SE, in particular, is the most customizable Lamborghini ever produced.

MATRIX HEADLIGHT

CUTTING-EDGE LIGHTING TECHNOLOGY.

The new matrix headlight of Urus SE combines sleek design, exceptional performance, and enhanced visibility, allowing the driver to focus on the thrill of the driving experience while having superior visibility on every part of the road ahead.

The design of Urus SE's headlights is a tribute to Lamborghini's DNA: the headlight's signature was inspired by the curve of the iconic Lamborghini bull's tail.



INTERIOR DESIGN

THE ULTIMATE
“FEEL LIKE A PILOT”.

REDESIGNED HMI GRAPHICS

NEW AIR VENTS

+ 2.2 INCHES WIDER CENTER SCREEN

NEW DASHBOARD

NEW PHYSICAL BUTTONS

INTERIOR DESIGN

THE ULTIMATE
“FEEL LIKE A PILOT”.

REDESIGNED ALUMINIUM

NEW COLOR & TRIM OFFER

NEW DASHBOARD INSERTS

SPECIAL TRIM

The image shows the interior of a Lamborghini Urus SE. The dashboard and center console are black with orange accents. The steering wheel is black with a red stripe and the Lamborghini logo. The center console has a digital display showing a car icon and various settings. The gear shifter is black with a red button. The overall design is sleek and modern.

EXCLUSIVE ELEMENTS.

Among the exclusive elements featured in the Urus SE's interior design are unique trim details in anodized aluminum bearing the iconic Y shape, designed by Lamborghini Centro Stile.



02

PERFORMANCE



TWO HEARTS BEATING IN SYNERGY.

The two beating hearts of the Urus SE are the iconic twin-turbo 4.0 V8 engine and a 25.9 kW high-voltage battery that work in perfect synergy to deliver unparalleled performance and unique driving emotions. The permanent-magnet synchronous electric motor acts as a traction element and as a boost for the V8 combustion engine – the result is an exceptional vehicle able to travel more than 60 km in Full EV Driving Mode. The system power is a stunning 800 PS, with an acceleration of 3.4 seconds from 0 to 100 km/h and a top speed of 312 km/h.

This revolutionary ICE + Electric combination sets a new standard for the entire segment, rewriting the rules of the hybrid game.

HANG-ON AND E-DIFFERENTIAL

SYNERGY AT WORK.

The hybrid nature of the Urus SE once again allows for an unparalleled driving experience, thanks to the new, unique torque vectoring derived from the synergy of two differentials: hang-on and electric.

These two components ensure a more oversteering behavior, improving the Urus SE's driving dynamics and agility. The simultaneous management of longitudinal and lateral dynamic torque vectoring by the two differentials guarantees high performance and Fun-to-Drive in all kinds of scenarios — from the track to off-road, from wet terrain to drifting.

Together, the two differentials deliver unparalleled driving emotions and smoother, improved performance.



CENTER HANG-ON DIFFERENTIAL

DYNAMIC LONGITUDINAL TORQUE VECTORING
HIGHER PERFORMANCE LEVEL



REAR E-DIFFERENTIAL

DYNAMIC LATERAL TORQUE VECTORING
EASIER & MORE FUN-TO-DRIVE EXPERIENCE

NEW TIRES LINEUP



ENHANCED DRIVING EXPERIENCE.

The Urus SE is equipped with a tire lineup that responds to all possible needs and driving conditions. The Standard configuration comes with Pirelli P Zero tires, which deliver enhanced driving precision. For peak performance during hard handling sessions and outstanding stability during high-speed driving, customers can select the Optional configuration with exclusive Bridgestone Potenza Sport tires.

Whichever option you pick, the Urus SE tire lineup guarantees an enhanced driving experience for the thrills of a lifetime.

ENHANCED EXHAUST SYSTEM

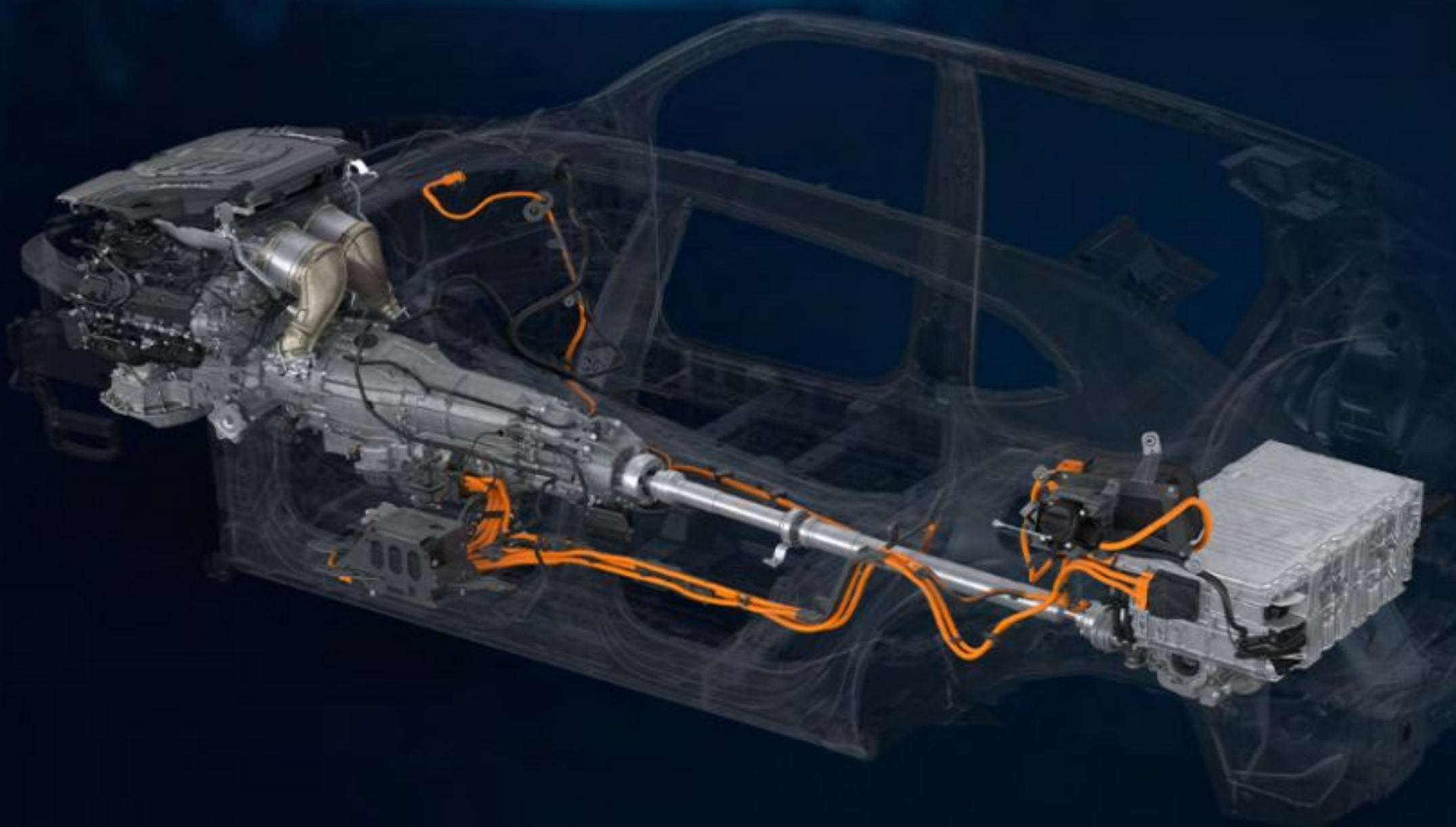


INCREASED LOUDNESS AND SPORTY CRESCENDO.

The unmistakable Lamborghini sound reaches new levels of engagement in the Urus SE. The exhaust system features improvements that provide a more captivating sound and a sportier engine tone. The Helmholtz resonator interacts with the flowing air to alter the pressure and improve the exhaust note, while a new X-cross design merges the sound of each engine bank to create a Fun-to-Drive high-pitch sound.

The Urus SE's enhanced exhaust system provides a unique sound experience inside and outside the cockpit, ultimately delivering an enriched and deepened final exhaust tone.

RECHARGING & ELECTRIC RANGE



THE POWER OF THE HIGH-VOLTAGE BATTERY.

EV is a zero-emission driving mode made possible by the new hybrid drivetrain; the 25.9 kW high-voltage battery allows the Urus SE to cruise in electric or hybrid mode. In EV, the vehicle can reach a speed of up to 135 km/h and has a range of more than 60 km.

IMPROVED AERODYNAMICS

AN AERODYNAMICS REVOLUTION.

The aerodynamics of the Urus SE are all geared toward maximum efficiency, performance, and Fun-to-Drive.

- The new rear aero lip and diffuser are designed to bring about high velocity and stability as well as a downforce increase of +35%.
- New underbody air vents and improved air ducts have been implemented to respond to the high cooling demand of the powerful hybrid powertrain, improving cooling performance by 15%.
- The brake system endures more stress due to the higher overall performance, which is why Lamborghini employed a new brake cooling concept to increase consistency during high-performance braking sessions, enhancing brake cooling by 30%. (*)

(*) All percentage comparisons refer to the Urus S.





03

DRIVING MODES

DRIVING MODES

A close-up photograph of the center console of an Audi Urus SE. The image highlights the driving mode selector dial on the left, which has a red arrow pointing to 'STRADA' and a list of other modes: SPORT, CORSA, SABBIA, TERRA, and NEVE. To the right of the dial is the gear shifter with 'P R N D M' positions. Further right is a red 'START ENGINE STOP' button. Above the gear shifter is a small 'ANIMA' button. To the right of the start button is a button with a red 'H' icon (likely for hill descent control) and another with a red 'EV' icon. The background shows a blurred digital display with numbers like '22.3'.

THE PERFECT MODE FOR EVERY DRIVE.

Perhaps one of the most groundbreaking innovations found in the Urus SE is the possibility of combining driving modes with electric performance strategies to find the perfect driving setting for any purpose and road condition. Electric performance strategies are designed to get the most out of the electrified powertrain and give the driver full control over the vehicle in any situation.

In the Urus SE, the driving modes such as Strada, Sport, Corsa, Sabbia, Terra, and Neve can be combined with the electric performance strategies of EV, Recharge, Hybrid, and Performance for a total of 11 different combinations to ensure maximum Fun-to-Drive, performance, and versatility.



04

ONBOARD EXPERIENCE



MATRIX HEADLIGHT

MAXIMUM VISIBILITY, MAXIMUM PEACE OF MIND.

The new matrix headlight of Urus SE was designed to provide maximum peace of mind to drivers under any weather conditions. The matrix LED includes 21 active segments that provide a more responsive auto-light management system, offering maximum visibility of every road detail and brightness increased by 40% compared to Urus S.

NEW HMI

INTUITIVE AND USER-FRIENDLY.

The Urus SE HMI has been updated with more intuitive graphics that match the accessible feeling of the Lamborghini electrified range. Smartphone app management inspired the new design, which allows the driver to control all the vehicle's features with a simple swipe of their finger across the endless carousel on the new center display.



WIDGETS



TOTAL, DIRECT CONTROL.

Keeping track of crucial information regarding the Urus SE is easy thanks to the new widget management system, which allows the driver to control two intuitive carousels via the steering wheel. The carousels offer an overview of the wide range of widgets featured in the Urus SE.

The new widget management system is designed to exploit the full potential of the Urus SE anywhere and anytime.

PUSH-TO-PASS

MAXIMUM PERFORMANCE IN OVERTAKE.

The Urus SE presents numerous improvements that completely revolutionize the driving experience. One of these is the Push-to-Pass button, which allows the vehicle to deliver maximum performance for as long as it takes to make an overtake or sudden acceleration. The button is located on the right side of the steering wheel.

LAMBORGHINI TELEMETRY



PERFORMANCE ON THE TRACK.

The Lamborghini Telemetry system of the Urus SE is also revolutionary. Thanks to the hang-on differential and e-powertrain, the super SUV can deliver an incredible performance on the track. The Telemetry system allows the driver to monitor their lap time on more than 300 preloaded tracks or to record new tracks. Lap time, sector visualization, and other crucial information will appear on the dashboard as a dedicated widget.

Performance and Fun-to-Drive have never been as thrilling as on the Urus SE.

ADAS

RISK PREDICTION AND ULTIMATE SAFETY.

Lamborghini ADAS (Advanced Driver Assistance System) brings security, usability, and peace of mind to a new level with Urus SE, constantly monitoring driving conditions and the surrounding environment to predict risky situations, emit warnings, and activate safety countermeasures. The Urus SE is equipped with cameras to create a virtual 3D vehicle placed within the real surrounding environment, allowing the driver to make easy maneuvers, detect obstacles, and choose between views and perspectives to be safe and fully in control at all times.



CONNECTED SERVICES

CONNECT WITH YOUR URUS SE

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

The Connected Services available for Urus SE are:

Connected Navigation Services

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

3D City View
Satellite Maps
Real-Time Traffic Information
Traffic Light Information
Online Smart Routing
Map Update Over the Air
Local Hazard Information
Google™ POI Search
Google™ POI Voice Search
Online POI Search
Parking Information
Travel Guide & Restaurants
First/Last Mile Navigation
On-Street Parking
Gas Station Information
Charging Station Information

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.

Car Finder
Remote Horn and Light
Remote Trip Statistics
Remote Lock/Unlock
Vehicle Status Report
Remote Park Assist
Natural Language Interaction
Remote Charging
Remote Departure Timing
Remote Climatization
Alexa Home2Car
Smart Departure Timing

Safety and Security

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

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

Entertainment

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

Wi-Fi® Hotspot
Smartphone Interface
Online Radio
Hybrid Radio
Music Recognition
SiriusXM
Natural Language Interaction

(*) 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.



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ACCESSORI ORIGINALI

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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 items available for Urus SE:

SPORT

Urus Titanium Exhaust

TRAVEL AND LEISURE

Roof Box
Roof Bike Carrier
Pet Care Accessories
Travel and Ski Bag
22", 23" Tires (Summer, Winter, All-Season)
All-Season Floor Mats
Cargo 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).



ACCESSORI ORIGINALI

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

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.

CHARGING EQUIPMENT

Mode 3 Public Charging Cable
Pedestal Dock
Wall Dock
Wall Clips.



URUS SE

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TECHNICAL SPECIFICATIONS

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TECHNICAL SPECIFICATIONS

OVERVIEW		
MAX POWER OUTPUT (ICE+EE)	CV	800
MAX POWER @ RPM (ICE+EE)	CV @ rpm	800 @ 6000
DRY WEIGHT	kg	2.406
DRY WEIGHT TO POWER	kg/CV	3,01
KERB WEIGHT	kg	2.505
KERB WEIGHT TO POWER	kg/CV	3,13
POWER UNIT	Type	ICE + HV E-motor
MAX POWER OUTPUT	kW	588
PERFORMANCE		
ACCELERATION 0-100 KM/H	s	3,4
ACCELERATION 0-200 KM/H	s	11,2
BRAKING 100-0 KM/H	m	33,5
VMAX	km/h	312
POWERTRAIN		
ENGINE	Type	V8, 90°
VALVES PER CYLINDER	n°	4
DISPLACEMENT	cm³	3996
BORE	mm	86
STROKE	mm	86
COMPRESSION RATIO ICE	ratio	9,7:1
MAX POWER ICE	CV	620
MAX POWER ICE	kW	456
MAX POWER @ RPM (ICE)	@ rpm	620 CV @ 6000
SPECIFIC OUTPUT (ICE)	CV/L	155
MAX REVS (ICE)	rpm	6800

TECHNICAL SPECIFICATIONS

MAX TORQUE (ICE)	Nm	800
MAX TORQUE @ RPM (ICE)	Nm @ rpm	800 @ 2250-4500
MINIMUM ENGINE REV - IDLE	rpm	550 +/- 100
MAXIMUM ENGINE REV - LIMITER	rpm	6800
ENGINE INJECTION MANAGEMENT SYSTEM	Type	Bosch, Prozessor Infineon
LUBRICATION SYSTEM	Type	wet sump
ENGINE OIL	Type	Mobil 1 0W-40
ENGINE OIL QUANTITY	L	11
ELECTRIC ENGINE		
BATTERY	Type	BATTERY LI-ION E67 BATTypA27
BATTERY TOTAL ENERGY	kWh	25,9
REAR EMOTOR - P2P3 10S PEAK POWER @RPM	kW @ rpm	141kW @ 3200rpm
REAR EMOTOR - P2P3 10S PEAK TORQUE	Nm	483Nm
GEARBOX & TRANSMISSION		
TRANSMISSION	Type	4WD with integrated front differential, hang-on central differential electronic rear differential with torque vectoring
GEARBOX	Type	8-speed automatic gearbox with torque converter
HYBRID SYSTEM		
BATTERY		Lithium-Ion with prismatic cells
ELECTRIC ENGINES		AC synchronous EM with PM 141 kW @3200 rpm
SUSPENSIONS		
FRONT SUSPENSION	Type	Front suspension with multilink layout, semi-active dampers, pneumatic springs and car height adjustment system
REAR SUSPENSION	Type	Rear suspension with multilink layout, semi-active dampers, pneumatic springs and car height adjustment system. Double steering axle (Rear Wheel Steering)
WHEELS		
STANDARD RIMS		
Front		9,5Jx21" ET28

TECHNICAL SPECIFICATIONS

Rear		10,5Jx21" ET18
STANDARD TIRES		
Front		285/45 ZR21
Rear		315/40 ZR21
BRAKES		
CARBON CERAMIC BRAKES (FRONT)	Type	CCB
	Diameter	440 mm (17.32 in)
	Thickness	40 mm (1.57 in)
CARBON CERAMIC BRAKES (REAR)	Type	CCB
	Diameter	410 mm (16.14 in)
	Thickness	32 mm (1.26 in)
AERODYNAMICS		
REAR DOWNFORCE		+35% vs Urus S
OVERALL COOLING PERFORMANCE		+15% vs Urus S
BRAKING COOLING		+30% vs Urus S
DIMENSIONS		
WHEELBASE	mm	3003
OVERALL LENGTH	mm	5123
FRONT OVERHANG	mm	1067
REAR OVERHANG	mm	1053
OVERALL WIDTH (EXCLUDING MIRRORS)	mm	2022
OVERALL WIDTH (INCLUDING MIRRORS)	mm	2181
OVERALL HEIGHT	mm	1638
TRACK (FRONT)	mm	1695
TRACK (REAR)	mm	1710

TECHNICAL SPECIFICATIONS

AREA	m²	2,83
WEIGHT DISTRIBUTION	%	54/46
TRUNK		
TRUNK CAPACITY	L	454
TRUNK WIDTH	mm	1064
TRUNK HEIGHT	mm	422
TRUNK LENGHT	mm	1092
ZERO-EMISSION RANGE		
ZERO-EMISSION RANGE (WLTP)	km	FINAL DATA NOT AVAILABLE

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