

The Lamborghini Urus lands in SA

 By [Naresh Maharaj](#)

22 Aug 2018

It was a real privilege to receive an invite to attend the unwrapping of the recently launched Lamborghini Urus at the all-new Lamborghini showroom at Century City in Cape Town.

The styling of this 'stunner of an SUV' is something else. It has a futuristic design with sleek lines and that 'ready to pounce' look. I wondered if we were going to be lucky enough to take this mean sounding machine, with a very distinctive roar, out for a test drive. But being the only Urus in the country, we were told that test drives will be arranged for a later date.



The name 'Urus' intrigued me, so I asked Stefano Domenicali, CEO of Lamborghini to explain. "The name is derived from the ancestor to modern cattle, Aurochs," said Domenicali.

He added that the name and its meaning lends itself to the Lamborghini brand itself. The Spanish fighting bull, as bred for the past 500 years, is still very close to the Urus in its appearance.

Distribution in South Africa

Domenicali was very optimistic following the announcement that local distribution would now be handled by LSM Distributors, the same company responsible for the Porsche and Bentley brands locally.

He mentioned, that given Porsche CEO, Toby Venter's team's involvement, the expectation was that annual volumes, currently at 30 units, should double immediately. Domenicali has every reason to be hopeful, as Lamborghini achieved record sales volumes worldwide and doubled the size of its facility in Italy last year.



However, in South Africa, the quality of the brand's presence has been inconsistent in the past. With LSM Distributors now on board, the brand is in much safer hands. Lamborghini South Africa is currently represented by two dealerships; one in Johannesburg and one in Cape Town, while a third dealership is planned for Durban.

While I did not get to drive the SUV, I did get a feel of what the drive would be like. The 'cockpit' amplifies the exterior design, which again can only be described as futuristic. All controls are within easy reach of the driver. The Urus has every 'bell and whistle' imaginable, and you would not expect anything less from the world-wide sought-after brand of the rich and famous.

What's under the bonnet?

The Lamborghini Urus is entering a booming luxury SUV segment and is powered by a 4.0-litre twin turbo V8 engine offering 478 kW from 6,000rpm and 845Nm of torque from 2,250rpm.

Apart from fulfilling its duties as an SUV, the Urus will also deliver eye-watering performance, if the specifications sheet is anything to go by. Could it be the fastest SUV on the planet?



Weighing in at 2,154kg, acceleration is blistering by SUV standards with Lamborghini claiming 3.6 seconds in the sprint to 100kph, while forging ahead to 200kph in 12.8 seconds and finally maxing out with a top speed of 305kph. The Urus makes use of an 8-speed ZF automatic transmission with a torque converter, a first for the brand, sending power to all four wheels.

The price of the Lamborghini Urus, set at R3,495,000 includes a 3 Year/100,000 km drive plan.

ABOUT NARESH MAHARAJ

Naresh Maharaj is a petrol head who loves cars and writing about them. He is also a Member of the SA Guild of Motoring Journalists. Naresh is also an international sports correspondent and an acclaimed corporate MC and voice-over artist. Naresh is a sports/news producer for community radio stations and also an award-winning sports journalist. Contact Naresh on nmaharaj321@gmail.com.

- Family fun with the new Suzuki XL6 - 30 Aug 2023
- Driven: The new Chery Tiggo 8 Pro - 28 Aug 2023
- Launched: The Suzuki Fronx - 25 Aug 2023
- Tested: Volvo XC60 T8 Recharge - 22 Aug 2023
- The new Opel Grandland. It's grander! - 18 Aug 2023

[View my profile and articles...](#)

For more, visit: <https://www.bizcommunity.com>