



## The Lamborghini Huracán Sterrato All-Terrain Ad Personam special series

### Exclusive edition of 12 units presented at Milan Design Week

*Sant'Agata Bolognese/Milan, 18 April 2024* – Automobili Lamborghini presents a limited edition 'All Terrain' Ad Personam special series of the Huracán Sterrato at Italy's prestigious Milan Design Week. The 12 cars, with exclusive liveries developed by Lamborghini's Ad Personam studio in conjunction with its Centro Stile, are inspired by four different terrains to which the Huracán Sterrato especially lends its talents: snow, sand, off-beat tracks, and the earthiness of arid deserts.

Presented by Stephan Winkelmann, Chairman and CEO of Automobili Lamborghini, the All-Terrain versions made their world premiere to over 200 guests at Segheria of Tanja Solci, Milan – the chosen frame venue known as Object d'Art for her restoration vision – with a specially-created setting in which to present the provocative and particular personalities of the special series. Inspired by the disruptive tendencies of nature, each car is seen against a backdrop of the specific environment by which its livery is influenced such as rocks, desert and forests.

*"The Huracán Sterrato disrupted the super sports car landscape from the moment of its launch,"* said Stephan Winkelmann. *"The All-Terrain Sterrato celebrates its distinctive, multi-layer personality, always as much a super sports car as an explorer of new roads. Like nature, the Sterrato cannot be confined and will always find a way to carve innovative routes."*

Each of the four Sterrato versions features a matt camouflage paint scheme created by Lamborghini's Ad Personam studio: reflecting the natural environments in which the Sterrato excels, the All-Terrain editions adopt the colors of the landscapes from which they take their inspiration. NEVE (snow) takes the sophisticated ice-cool hues of the tundra; SABBIA (sand) features the neutral tones of warm desert and green cacti, evocative of dunes and oases. The BOSCO (green track) evokes the trees, mosses and leaves of forest paths, while the TERRA (gravel) recalls the warm ground and sands of moorland environments and arid landscapes under powerful sunsets. The unique exteriors are finished with roof and upper bonnet cover in matt black, together with roof rails and cross bars. The lower part of the car is also painted matt black with a lower band in an accent color dedicated to each of the four versions, set off by Morus 19" matt black forged rims, complementary caliper colors and additional lights. Complementary internal Ad Personam specifications feature dark chrome and carbon twill with Alcantara, lasered Sterrato dedicated graphics and an Ad Personam plate denoting the special edition while recalling the external livery.

*"The All-Terrain Sterrato is a true Lamborghini in its dynamic abilities and the way it surprises by delivering the unexpected,"* says Design Director Mitja Borkert. *"The Sterrato concept developed by our Centro Stile has been elevated together with our Ad Personam department to emphasize the different dimensions of the Sterrato's multi-faceted character and talents, and truly emphasizes its fun-to-drive, go-anywhere personality."*



## Media Information

Presented during the evening event, the car was unveiled on stage in a display that evoked the power of nature and adventure. A giant Trompe L'Oeil depicting the perfect setting for the unveiled car, was created live during the evening by an Italian artist.

For the occasion the Michelin-starred Italian culinary experience designed by chef Enrico Cerea from the famous "Da Vittorio", has offered dishes inspired by the cool of snow and ice, the heat of the desert and the lush vegetation of the forest, with further entertainment from a top Milanese DJ. Attendees explored the 3T bicycle inspired by Lamborghini super sports cars, as well as Culti fragrances, and a workshop demonstrating the artisanal creation of the iconic Gommino loafer by Italian design house Tod's, all licensee partners of Automobili Lamborghini.

The 12 cars are already sold to selected clients in the three main commercial areas of USA and Latin America (ALA), Europe, Middle East and Africa (EMEA), Asia Pacific and Australia (APAC) within the total production volume of 1499 for which deliveries commenced in 2023. Each EMEA, as well as the other areas, will receive the 4 unique special series cars that will be the unique ones in their countries.

*"The Sterrato concept proved itself from the moment it was first unveiled, endorsed not only by awards won, media and customers acclaim, but from its resounding commercial success with all units immediately sold out,"* said Chief Commercial and Marketing and Officer, Federico Foschini. *"Limited series that demonstrate Lamborghini's competence in personalization through our Ad Personam studio are an important part of our business model, with Milan Design Week the perfect forum to present this capsule edition."*

The Sterrato's 5.2-liter V10 engine delivers a maximum power output of 610 CV and 560 Nm of torque at 6,500 rpm, combined with 7-speed dual-clutch transmission and electronically controlled all-wheel drive with rear mechanical self-locking differential. Its wider tracks and increased ride height help maximize the super sports car's fun-to-drive personality on both road and away from the tarmac. Designed to offer optimum performance on loose surfaces, it accelerates from 0 to 100 km/h (62 mph) in 3.4 seconds and reaches a top speed of 260 km/h (160 mph).

Photos and videos: [media.lamborghini.com](https://media.lamborghini.com)

Information on Automobili Lamborghini: [www.lamborghini.com](https://www.lamborghini.com)





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