

Friday 27th March 2026

Lamborghini Urus SE Widetrack by Urban makes joint debut in UK and USA

- **World-leading, British vehicle modification specialist, Urban Automotive, reimagines the Lamborghini Urus SE with its exclusive Widetrack carbon fibre styling programme**
- **Carbon fibre-dominated widebody styling, conceived and produced in-house at Urban's UK design studio, was inspired by high-performance models from Lamborghini's heritage**
- **Joint global debuts in Las Vegas, USA and Milton Keynes, UK**

A Lamborghini Urus SE Widetrack by Urban Automotive, the latest in its range of luxury vehicle enhancements, makes its global debut today at its UK design and carbon fibre production facility in Milton Keynes and this evening in Las Vegas, USA.

Combining the launch in the UK and USA marks a significant milestone in Urban Automotive's continued international expansion. Being the home of the SEMA show and sharing a bold and attention-grabbing car culture with Los Angeles, Las Vegas was the natural venue for the Lamborghini Urus SE Widetrack's American debut in an unmistakeable Inozetek Gloss Pearlescent Pearl Marigold Orange premium wrap.

As a leading global designer of vehicle enhancements for luxury cars, Urban Automotive, used its OEM+ philosophy to undertake a comprehensive, ground-up reimagining of Lamborghini's latest high-performance SUV. The attention to detail of Urban's design took 10,000 hours of design and development time to create and subtly references some revered models in Lamborghini's history.

Every exterior surface of the Urban Urus SE Widetrack has been considered, refined and, where possible, enhanced with bespoke carbon fibre components designed and produced exclusively by Urban Automotive. The result is a vehicle that is more purposeful and visually attractive than the standard model.

At the front, a three-piece carbon fibre splitter with canard end planes creates an immediate impression. Above it, a dramatic carbon fibre replacement bonnet features an exposed, functional 'bull nose' vent design directly inspired by the legendary Lamborghini Aventador SVJ, with 3D printed vent inlets and outlets finished in Lamborghini's iconic Hex pattern.

Urban's six-piece carbon fibre Widetrack wheelarch extensions have exposed carbon accents and broaden the Urus by 40mm to give it a more purposeful and unmistakeable presence on the road.

Replacement carbon fibre side panels feature 3D printed inlays integrating Urban Automotive's iconic UA logo within the Lamborghini Hex pattern, while exposed carbon fibre sill extensions incorporate an aero feature that pays homage to the legendary Miura's iconic sill air intake as a subtle nod to Lamborghini's heritage.

At the rear, the replacement carbon fibre rear bumper really makes a statement by enhancing the standard Urus SE's design with an exposed carbon, double-vented diffuser and separated canard end planes. To complete the aerodynamic styling package a visual carbon fibre spoiler adds to the original

version fitted to the car to create a dramatic 'double stacked' aero feature, complete with endplates bearing the UA logo.

But that's not all. Urban's enhancements to the Lamborghini Urus SE are completed with quad billet exhausts featuring outer accent details, making statement to add to the visual impact to the rear of the car. At launch, the vehicle rides on Urban-Vossen UV-1R wheels — perfectly proportioned to fill the space created by the Urus' widened arches.

Matthew Welch, Managing Director of Urban Automotive, said: "Our Urus SE Widetrack styling programme is by far the most technically sophisticated and visually dramatic Lamborghini build we have ever produced. Every detail, from the Aventador SVJ-inspired bonnet vents to the Miura sill reference, has been designed and produced by our expert in-house team with real intention and passion. We wanted to create something that feels authentically Lamborghini in its spirit, while being unmistakably Urban in its OEM+ design execution. Launching simultaneously in the UK and USA feels exactly right for a car like this. It will attract customers from around the world to Urban."

Discussing his creative vision for the Urus SE Widetrack by Urban, John Hancock, Design Lead at Urban Automotive said: "The new Urban carbon fibre styling programme for the Lamborghini Urus SE was conceived to further intensify the vehicle's visual dynamism and muscular stance. We've accentuated the proportions whilst extrapolating Lamborghini's design DNA to create a design that feels even more assertive, more purposeful and more focused"

The full Urban Widetrack conversion for the Lamborghini Urus SE is available from £51,800 (fitted). Customers also have the option to create a bespoke interior with a choice of colours and materials to their own requirements.

Full details are available from www.urban-automotive.com or www.urbanusa.com.

Ends.

Notes to Editors

About Urban Automotive

Urban Automotive was established in the UK in 2014 and is now one of the world leaders in luxury vehicle modifications. Urban's 'OEM Plus' design philosophy amplifies a car's visual impact while staying true to the original design.

Urban Automotive has also become a leading manufacturer of high-quality carbon fibre styling parts for an expanding range of premium and luxury models. With its UK headquarters and vehicle production based in Milton Keynes, Urban has now launched a jointly owned US operation.

Media contacts

John Rawlings | Loop Agency

john.rawlings@loopagency.co.uk – 07847 371436