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Dividing the City of Love with the Lamborghini Urus

Lead

Before the first Lamborghini Uruses hit the showrooms in the spring, our photographer Rémi Dargegen took the world's 'super sports utility vehicle' on a sightseeing tour of Paris. So, how was the car received on the streets of the City of Love?

Like a bull in a French china shop



"People were getting really crazy," Rémi told us, and judging by his amusing play-by-play Instagram stories, the [Lamborghini Urus](#) caused quite the commotion in the City of Love. "Every now and then, we'd overhear people saying, 'Is Lamborghini really building such cars?' or 'Hey, it's the new Ferrari,' which was really funny." Even the local constabulary was keen to get a closer look at the 650hp super SUV. "They knew everything about the car," said Rémi, "and it's always good to have the policemen onside." From the Eiffel Tower and the Notre Dame Cathedral to the Sacré Cœur Basilica and the striking Bir-Hakeim metro station, the whistle-stop tour of the French capital was a good litmus test of the public opinion of the car. Despite the 170k-euro price tag, we don't think Lamborghini will be able to build the Urus quick enough.

Photos: Rémi Dargegen for Lamborghini

Gallery

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