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# Lamborghini Lanzador Concept Previews an Exotic High-Riding EV Coming in 2028

Looking like a Huracán Sterrato mated with a Urus, the Lanzador will be Lambo's first electric car, boasting a back seat and over 1341 hp.

BY [ERIC STAFFORD](#) PUBLISHED: AUG 19, 2023

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- The [Lamborghini Lanzador](#) concept previews the brand's first electric model, which won't arrive until 2028.
- Along with a lifted ride height, the Lanzador has a dual-motor all-wheel-drive powertrain making more than one megawatt (or over 1341 horsepower).
- The Lanzador's expressive two-door body style houses a four-seat interior layout that's futuristic and functional.

Lamborghini is gearing up for an electric future, and the audacious Lanzador concept that debuted today gives us our best idea of what that will look like. While a production version isn't expected to arrive until 2028, we can't wait, because the Lanzador looks like the [rally-inspired Huracán Sterrato](#) had relations with the [brawny Urus SUV](#)—resulting in one badass baby.

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## A 1341-Plus-HP Electric Lambo

The Lamborghini Lanzador concept is unlike any other EV on the market. Part of that is its unmistakable Lambo lineage, but an even larger part is its unusual proportions. Along with bulging fenders and sharply creased sheetmetal, its short greenhouse is squashed between a low roofline and an elevated ride height. The result is the definition of a crossover, although one with a distinctly Italian flair.



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Never a company known to be subtle, Lamborghini endows the Lanzador with outrageous power. Featuring an electric motor on each axle, the all-wheel-drive powertrain is claimed to generate over one megawatt. Whereas a kilowatt equals 1000 watts of electrical power, a megawatt is equal to one million watts, which translates to 1341 horsepower. Like we said, it's not subtle.

While there aren't any specific details about its driving range, Lamborghini says the Lanzador uses a battery that will prioritize performance as well as long range. That doesn't tell us much at the moment, but since the company says it's committed to making a hi-po EV that can be driven every day, we'd wager that its eventual estimated range will be competitive with future electric cars. To help optimize range, active aero elements are found on the Lanzador concept, and these also allow adjustable downforce as well as the ability to address different cooling needs.



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Among the other innovations introduced on the concept but destined for production are highly customizable drive modes (known as Lamborghini Dinamica Veicolo Integrata or LDIV). By packing the car with more actuators and sensors, the driving dynamics can be better monitored and more fine-tuned, theoretically providing the driver with more feedback. This will be aided by a future radar-based system on the front of the car. The Lanzador rides on an air suspension and includes a rear-axle steering system that will make it more nimble in tight spots too.

## The Lanzador Is a 2+2 EV GT

The Lanzador concept doesn't have wild scissor doors or gaping air intakes like some of Lamborghini's most memorable creations. Instead, the high-riding coupe's exotic nature is obvious in other ways that don't include the logo with a golden snorting bull. Take, for example, the Lanzador's impossibly short rear overhang, its massive 23-inch wheels, and the expansive glass roof. Its other calling card is a two-door body style with a 2+2 seating arrangement.



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That's right, this Lambo has seating for four rich people. While it's hard to tell how much room is in the back seat, the extra passenger capacity means it's more inclusive than the [new hybrid V-12 Revuelto](#) or the [outgoing Huracán](#). The Lanzador is a lot more capacious too, with a rear hatch that opens up to a cargo area that's even more useful with the rear seats folded flat. There's also additional storage space in the front trunk. This type of versatility has lead Lamborghini to classify the concept as an "Ultra GT."

The rest of the Lanzador's interior is expectedly fanciful, with an interesting dashboard layout that gives the driver and front-seat passenger their own digital displays. There's a flat-bottomed steering wheel with spindly paddle shifters (likely for adjusting the regenerative-braking system) and new-age controls. There's also a wild-looking knob protruding from the center stack that controls myriad functions, from the infotainment system to the different drive modes.



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The cabin is covered in a mix of "sustainably tanned" leather, genuine merino wool, as well as copious eco-friendly materials—from regenerated carbon fiber to synthetic fiber made from recycled plastic. We can only hope the thin cushioning on the seats is more comfortable than it looks in the photos.

While we'll have to wait several more years with the rest of the world until we can drool over the production version of the 2028 Lamborghini Lanzador—which will likely cost at least \$300,000 or so—we like what we see. We can't believe we're saying this, but we're truly excited for the brand's electric future.

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**ERIC STAFFORD**

SENIOR EDITOR

Eric Stafford’s automobile addiction began before he could walk, and it has fueled his passion to write news, reviews, and more for *Car and Driver* since 2016. His aspiration growing up was to become a millionaire with a Jay Leno–like car collection. Apparently, getting rich is harder than social-media influencers make it seem, so he avoided financial success entirely to become an automotive journalist and drive new cars for a living. After earning a journalism degree at Central Michigan University and working at a daily newspaper, the years of basically burning money on failed project cars and lemon-flavored jalopies finally paid off when *Car and Driver* hired him. His garage currently includes a 2010 Acura RDX, a manual '97 Chevy Camaro Z/28, and a '90 Honda CRX Si.

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