

The roomy design of the Urus is popular with many female car owners.



Katia Bassi is the chief marketing officer at Lamborghini. She is in charge of promoting the brand. Since 2017, her goal has been to encourage more women to buy and drive Lamborghinis. She is the first woman to join the Lamborghini board of directors. These people make decisions about the company. When Bassi started, only 5 percent of Lamborghini owners were women.

In 2018, Lamborghini produced the Urus. It was the company's first true **SUV**. SUV stands for sport utility vehicle. Since the launch of the Urus, 11 percent of Lamborghini buyers have been women. Bassi believes that the Urus SUV appeals to women with its familiar and spacious SUV shape. It makes the transition to a supercar easier for them.