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DRB-HICOM

## 3: It's the Magic Number

With 3-year warranty *and* 3-year inclusive servicing offered across all 3 models in the Lotus sports car range, Lotus customers can drive away and confidently revel that from here on in, it's pure driving enjoyment.



PURE DRIVING

Sports car fans with a passion for the open road can now buy a new Lotus Elise, Exige and Evora with guaranteed peace of mind. Not only does your Lotus come with 3-year warranty as standard, the famous sports car manufacturer is now offering, for a limited time only, a 3 year service package\* included on all new UK and European mainland Lotus purchases. Offer is available from 1<sup>st</sup> July until end of September 2014.

The perfect car for the road, a new Lotus is borne out of 65 years sports car experience. This is further enhanced by the continued pride and dedication from our team of skilled craftsmen and women who are based at Lotus, Norfolk. All Lotus' are developed for drivers, by drivers. Performance, agility, unparalleled ride and handling provide a unique driving experience, add to this industry-leading residual values and there has never been a better time to purchase a new Lotus sports car.

Jean-Marc Gales, Chief Executive Officer for Group Lotus plc commented: "This is great news for all would-be sports car owners. It underlines Lotus' ongoing commitment to quality and reliability, something from which all Lotus customers can take confidence. It's also a positive affirmation that the Lotus experience is really about pure driving enjoyment."



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PURE  
DRIVING

\*Full terms and conditions apply. For full details please refer to the notes to editors below and to <http://www.4lot.us/3plus3>

## ENDS

\* **Terms and conditions:** 3 years or 27,000 miles / 45,000 km (whichever occurs first) and covers all of your vehicle's servicing requirements in accordance with manufacturers service requirements. The service inclusive package covers the cost of parts, labour and fluids for the following service items: engine oil service, brake fluid, air filter\*\*, pollen filter\*\*. These items are covered from the date of first registration for a period of 3 years or 27,000 miles / 45,000 km. Items not specifically mentioned above and items requiring replacement or repair due to excessive wear and tear or misuse are not covered. Service requirements are as per the manufacturer's guidelines. Work must be carried out in line with Lotus service schedules and Lotus repair instructions (copies of which are available on request) which may be updated or vary from time to time according to the manufacturer's instructions. If vehicles have undergone any form of unapproved aftermarket tuning, fitting of non approved parts, or performance enhancement, any right to request services or parts under the Service Inclusive offer ceases with immediate effect. Servicing must be carried out by a Lotus Authorised Repairer. The Service Inclusive package is transferable to subsequent owners of the car but not transferable to another car. As the Service Inclusive offer comes as standard with the vehicle, customers can opt-out up to the point of vehicle registration.

\*\* air filter and pollen filter if part of standard service schedule.

### Notes to Editors:

Our media site – <http://media.lotuscars.com> is packed with news, eye-catching images, specs, stats, and videos of everything we're up to, from our latest models to our heritage, and cutting-edge engineering developments.

Please join us by registering your details. We look forward to strapping you in to your digital driving seat.

### About Lotus

**Group Lotus plc**, wholly-owned subsidiary of DRB-HICOM, is based in Norfolk, UK, and has three operating divisions: Lotus Cars, Lotus Engineering and Lotus Motorsport.

**Lotus Cars** builds world class, high performance sports cars including the award-winning Evora, the iconic Elise and the stunning Exige.

**Lotus Engineering** provides comprehensive and versatile consultancy services to many of the world's OEMs and Tier 1 suppliers and is an internationally recognised automotive engineering consultancy. Global facilities include those in the US, China and offices in Germany and Japan. Lotus is a global high-tech company, committed to driving forward technology for both Lotus Cars and its Engineering clients, spearheading research into such areas as hybrids, electric vehicles and renewable fuels.

**Lotus Motorsport** builds and develops vehicles for GT racing with the Evora GX, GTC, GT4, and GTS, in addition to racing vehicles such as the Exige V6 Cup, Exige Cup R and Elise Cup cars. PETRONAS is the Official Lubricants Partner for Lotus Racing vehicles competing in various high profile international GT categories. Lotus also competes in F1® with the Lotus F1 Team, racing in the iconic Black and Gold Livery.

**Lotus Licensing & Merchandising** Group Lotus currently holds licensing agreements with companies including Microsoft, Sony, Ubisoft, and Gameloft for electronic entertainment and Scalextric, Corgi, Spark, Mattel for scale model and slot cars. Being the master licensee for Lotus F1® Team, Group Lotus has the opportunity to broaden its licensing range with companies including Trunki, (Children's suitcase manufacturers), Paintseal (Car cleaning products) Henry Lloyd (a premium F1® inspired sport clothing capsule collection) and Paul's Model Art (collectible scale model cars).

**Lotus Originals** is Lotus' home brand for its own labelled merchandise. The items in the range are retailed via the Lotus flagship store in London's Regent Street, as well as at Lotus' Headquarters and selected dealerships. We also have an e-commerce site [www.lotusoriginals.com](http://www.lotusoriginals.com). All outlets carry a diverse collection of premium apparel, luggage, accessories and gifts, including the Lotus F1® Team replica collection.

**Lotus F1® Team** Based in central England, the team first entered the Formula 1 World Championship in 1981 under the Toleman name, undergoing subsequent evolutions as Benetton, Renault, Lotus Renault GP and now Lotus F1 Team.

With four Drivers' and three Constructors' World Championships collected along the way, Lotus F1 Team has been home to some of the greatest drivers in history; legendary men such as Ayrton Senna, Michael Schumacher, and Fernando Alonso to name but a few.

2014 marks a new era for Formula 1; changes introduced by the FIA are the most radical in the history of the sport. Lotus F1 Team drivers Romain Grosjean and Pastor Maldonado are ready for the challenge that lies ahead and for what will be an immensely exciting season.

**For more information about Group Lotus please contact:**

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