

06 October 2014

Lotus records its best half year car sales since 2008/09

In addition, car sales for the second quarter of the current financial year show a rise of 69% compared to 2013-14.



For the months of July, August and September 2014, Lotus sold 609 cars worldwide, a 69% increase over the same period last year and the best figure since 2007/08. This quarter contributed to the half year total of 1114 cars, compared to 746 cars in the first six months of the last financial year – a 49% increase – and the best half year car sales since 2008/09.

Jean-Marc Gales, Chief Executive Officer of Group Lotus plc said, “I am delighted with these first six months’ cars sales results. These results are a testament to the hard work of not just our sales teams around the world but also to our skilled workforce. I would also like to thank our dealers, suppliers and manufacturing partners for their continued support and look forward to maintaining and building this momentum for the future”.

Leading the sales is the Lotus Exige which accounts for around 39% sales and advanced orders, closely followed by the Lotus Elise and the Lotus Evora. Japan continues to be the leading market for Lotus sports car sales, followed closely by the UK, USA, Germany and France. The highest growth in sales was recorded in Japan, followed by Germany and France.

Jean-Marc Gales added, “We have just announced a proposal to restructure Lotus’ worldwide workforce in order to reshape the organisation and to reduce costs. This reshaping, combined



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with increasing sales of cars is vital to Lotus building a strong, sustainable future for the business.”

The next Lotus to enter the market in November 2014, the new Lotus Elise S Cup, is the most track-focused of the Lotus Elise range. The Elise S Cup combines the Lotus attributes of a pure driving experience, high performance, and light weight with high levels of aerodynamic downforce. This enables the latest Lotus sports car to lap the Lotus test track three seconds quicker than Elise S.

ENDS

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 awesome 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. All outlets carry a diverse collection of premium apparel, luggage, accessories and gifts, including the Lotus F1® Team replica collection.

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