

06 August 2014



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## Another Month of Growth for Lotus Sports Car Sales

July 2014 shows the best sales results for Lotus sports cars for over three years

PURE DRIVING



Group Lotus plc had its best month for sports car sales since March 2011, selling 226 cars in July - an increase of 65% compared to July 2013. The UK, up by 110%, and Germany, up by 83%, saw the strongest growth. In addition, as part of these results Lotus Motorsport grew its global sales by 100%.

These sales results follow a 31% rise in Lotus car sales for the first quarter of the financial year 2014/15 compared to the same quarter last year.

Jean-Marc Gales, Chief Executive Officer of Group Lotus plc commented, "The improved sales results for July reward our efforts over the last months and I look forward to continuing this sales trend in the future. In addition, I would like to thank our parent company PROTON Holdings Berhad for its unwavering and continued support for Group Lotus plc. I would also like to thank our growing global dealer network for their efforts and loyalty over the last months in helping us achieve these excellent results."

**ENDS**



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## 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:

PR Department, Group Lotus plc, Potash Lane, Hethel, Norfolk, UK, NR14 8EZ

Tel: +44 (0)1953 608264 Email: [pr@lotuscars.com](mailto:pr@lotuscars.com)