

MEDIA INFORMATION

14 October 2014

Lotus Cars. Handmade in Hethel. The journey starts here.

Now all customers purchasing a new Lotus Elise, Exige or Evora will have the option to collect their new car from the home of Lotus, its headquarters in Hethel, UK.



With the introduction of two new exciting customer experiences, all Lotus customers have the opportunity to visit Lotus for a personal hand-over of their new car, receive a personalised commemorative owner's booklet charting the build of their car and meet the team who brought their Lotus to life.

The experiences also include a tour of the manufacturing facility where every Lotus has been hand built by skilled craftsmen and women since 1967 and a visit to Classic Team Lotus to see many of the iconic race cars of Team Lotus.

For customers looking for the ultimate Lotus immersion there is even chance to spend some time with a Lotus instructor on the famous Hethel test track and get a first-hand insight into how Lotus' ethos of 'pure driving' is engineered into every Lotus car.



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Group Lotus plc Chief Executive Officer Jean-Marc Gales said, "Hethel is the heart of Lotus, where we have been designing, developing and building the most exciting and uncompromising handmade British sports cars for nearly 50 years and we are delighted to open our doors to customers so that they can collect their new car from us direct.

"It is here at our Headquarters that Colin Chapman himself conceived and built the original cars that were lighter, faster and more dynamic to drive and race than anything else. The Hethel experience gives our new, existing and future customers the opportunity to see, hear and feel for themselves the ambition that has been core to Lotus; to build cars that give you one of the most thrilling 'pure driving' experiences imaginable."

The options in more detail:

Lotus 'Handmade in Hethel' Experience

- Arrival at Lotus and welcome
- Refreshments
- Lotus factory tour
- Visit to Classic Team Lotus
- Car presentation in Hethel Lotus Originals store
- Presentation of bespoke signed owner's booklet
- Photoshoot of the event

Also included:

Lotus print signed by Clive Chapman
Battery trickle charger
Car cover
Full PDI and car valet

Price (excluding local taxes): £832.50

Lotus 'Handmade in Hethel' Experience + Track Time

- Arrival at Lotus and welcome
- Refreshments
- Lotus factory tour
- Visit to Classic Team Lotus
- Car presentation in Hethel Lotus Originals store
- Track drive with Lotus instructor
- Presentation of bespoke signed owner's booklet
- Photoshoot

Also included:

Lotus print signed by Clive Chapman
Battery trickle charger
Car cover
Full PDI and car valet

Price (excluding any local taxes): £999

Packages are available through the Lotus dealer network at the time of purchase and for a limited time after order.

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.



PURE DRIVING

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. The Lotus Originals line is a diverse collection of premium apparel, luggage, accessories and gifts, including the Lotus F1® Team replica collection.

For more information about Group Lotus please contact:

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