

New recommended retail prices in Euro-zone markets

Significant price re-alignment for all small platform models (Elise, Exige and Europa) for Euro and Swiss zone territories for the Model Year 2010.

With effect from the 17th September 2009, the official Manufacturer's Suggested Retail Prices (MSRP) in the Euro zone and Switzerland territories have been realigned on the Lotus Elise, the Lotus Exige and the Lotus Europa. Only the MSRP for the Elise S remains unchanged. The option prices have also been realigned at the same time.

Luke Bennett, Director of Lotus Cars Limited said, "There is a no better time to buy a Lotus, as the strong Euro currency means that we can pass these currency savings on to our Euro-zone customers. The Euro-zone market is so important to us and realigning our prices ensures that we remain as manufacturer of some of the highest 'performance-for-the-money' sportscars on the market."

The new prices for Germany, Italy, Belgium, Switzerland and the Euro zone (pre-tax) are as follows:

Germany:

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| Elise Club Racer | € 33.125,-- |
| Elise S | € 36.350,-- |
| Elise R | € 41.290,-- |
| Elise SC | € 45.380,-- |
| Exige S | € 48.595,-- |
| Europa S | € 41.840,-- |
| Europa SE | € 46.300,-- |
| Exige Cup 260 | € 62.950,-- |
| Touring Pack - Elise and Exige | € 2.620,-- |
| Luxury Touring Pack - Europa SE | € 2.363,-- |
| Sports Pack - Exige S | € 1.577,-- |
| Sports Pack - Elise Range | € 2.673,-- |

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| Performance Pack - Exige S | € 3.522,-- |
| Forged Wheels - Exige S | € 1.388,-- |
| Adjustable dampers - Exige S | € 1.388,-- |
| Air conditioning | € 1.830,-- |
| Limited slip differential | € 1.505,-- |
| Traction control | € 669,-- |
| Hard-top | € 1.702,-- |
| Premium paint | € 2.566,-- |
| Metallic paint | € 866,-- |
| Lifestyle paint | € 1.326,-- |

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| Evora 2+0 | € 59.990,-- |
| Evora 2+2 | € 63.500,-- |

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| Tech Pack | € 3.490,-- |
| Sport Pack | € 1.490,-- |
| Premium Pack | € 2.990,-- |
| Metallic Paint | € 990,-- |
| Lifestyle Paint | € 1.850,-- |
| Premium Paint | € 2.737,-- |
| Powerfold Door Mirrors | € 290,-- |
| Bi-Xenon Headlamps | € 990,-- |
| Alpine/Lotus IMPRINT Sound | € 1.490,-- |
| Alpine Reversing camera | € 590,-- |
| Stealth Grey cast alloy wheels | € 550,-- |
| Silver forged alloy wheels | € 1.990,-- |
| Gloss Anthracite forged alloy wheels | € 2.750,-- |
| Sports ratio 6-speed manual transmission | € 1.800,-- |

MSRP including local tax excluding transport

All prices include first service and manufacturers warranty

All prices **exclude** On The Road costs; On the Road Costs typically refer to registration, fuel, license plates, local dealer charges. Please contact your local dealer for full details.

France:

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| Elise Club Racer | € 34.175,-- |
| Elise S | € 37.420,-- |
| Elise R | € 42.390,-- |
| Elise SC | € 46.500,-- |
| Exige S | € 49.750,-- |
| Europa S | € 42.950,-- |
| Europa SE | € 47.430,-- |
| Exige Cup 260 | € 64.200,-- |
| Touring Pack - Elise and Exige | € 2.634,-- |
| Luxury Touring Pack - Europa SE | € 2.375,-- |

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| Sports Pack - Exige S | € 1.585,-- |
| Sports Pack - Elise Range | € 2.686,-- |
| Performance Pack - Exige S | € 3.540,-- |
| Forged Wheels - Exige S | € 1.395,-- |
| Adjustable dampers - Exige S | € 1.395,-- |
| Air conditioning | € 1.839,-- |
| Limited slip differential | € 1.513,-- |
| Traction control | € 672,-- |
| Hard-top | € 1.710,-- |
| Premium paint | € 2.579,-- |
| Metallic paint | € 871,-- |
| Lifestyle paint | € 1.332,-- |

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| Evora 2+0 | € 61.189,-- |
| Evora 2+2 | € 64.717,-- |

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| Tech Pack | € 3.508,-- |
| Sport Pack | € 1.498,-- |
| Premium Pack | € 3.005,-- |
| Metallic Paint | € 995,-- |
| Lifestyle Paint | € 1.859,-- |
| Premium Paint | € 2.751,-- |
| Powerfold Door Mirrors | € 291,-- |
| Bi-Xenon Headlamps | € 995,-- |
| Alpine/Lotus IMPRINT Sound | € 1.498,-- |
| Alpine Reversing camera | € 593,-- |
| Stealth Grey cast alloy wheels | € 553,-- |
| Silver forged alloy wheels | € 2.000,-- |
| Gloss Anthracite forged alloy wheels | € 2.764,-- |
| Sports ratio 6-speed manual transmission | € 1.809,-- |

MSRP including local tax excluding transport

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Italy:

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| Elise Club Racer | € 34.770,-- |
| Elise S | € 38.025,-- |
| Elise R | € 43.025,-- |
| Elise SC | € 47.150,-- |
| Exige S | € 50.400,-- |
| Europa S | € 43.600,-- |
| Europa SE | € 48.100,-- |
| Exige Cup 260 | € 64.900,-- |

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| Touring Pack - Elise and Exige | € 2.642,-- |
| Luxury Touring Pack - Europa SE | € 2.383,-- |
| Sports Pack - Exige S | € 1.590,-- |
| Sports Pack - Elise Range | € 2.695,-- |
| Performance Pack - Exige S | € 3.552,-- |
| Forged Wheels - Exige S | € 1.399,-- |
| Adjustable dampers - Exige S | € 1.399,-- |
| Air conditioning | € 1.846,-- |
| Limited slip differential | € 1.518,-- |
| Traction control | € 674,-- |
| Hard-top | € 1.716,-- |
| Premium paint | € 2.587,-- |
| Metallic paint | € 874,-- |
| Lifestyle paint | € 1.337,-- |

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| Evora 2+0 | € 61.874,-- |
| Evora 2+2 | € 65.413,-- |

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| Tech Pack | € 3.519,-- |
| Sport Pack | € 1.503,-- |
| Premium Pack | € 3.015,-- |
| Metallic Paint | € 998,-- |
| Lifestyle Paint | € 1.866,-- |
| Premium Paint | € 2.760,-- |
| Powerfold Door Mirrors | € 292,-- |
| Bi-Xenon Headlamps | € 998,-- |
| Alpine/Lotus IMPRINT Sound | € 1.503,-- |
| Alpine Reversing camera | € 595,-- |
| Stealth Grey cast alloy wheels | € 555,-- |
| Silver forged alloy wheels | € 2.007,-- |
| Gloss Anthracite forged alloy wheels | € 2.773,-- |
| Sports ratio 6-speed manual transmission | € 1.815,-- |

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Belgium:

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| Elise Club Racer | € 34.475,-- |
| Elise S | € 37.760,-- |
| Elise R | € 42.790,-- |
| Elise SC | € 46.950,-- |
| Exige S | € 50.230,-- |
| Europa S | € 43.350,-- |
| Europa SE | € 47.900,-- |
| Exige Cup 260 | € 64.825,-- |
| Touring Pack - Elise and Exige | € 2.664,-- |

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| Luxury Touring Pack - Europa SE | € 2.403,-- |
| Sports Pack - Exige S | € 1.603,-- |
| Sports Pack - Elise Range | € 2.718,-- |
| Performance Pack - Exige S | € 3.582,-- |
| Forged Wheels - Exige S | € 1.411,-- |
| Adjustable dampers - Exige S | € 1.411,-- |
| Air conditioning | € 1.861,-- |
| Limited slip differential | € 1.531,-- |
| Traction control | € 680,-- |
| Hard-top | € 1.730,-- |
| Premium paint | € 2.609,-- |
| Metallic paint | € 881,-- |
| Lifestyle paint | € 1.348,-- |

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| Evora 2+0 | € 61,809.-- |
| Evora 2+2 | € 65,378.-- |

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| Tech Pack | € 3.549,-- |
| Sport Pack | € 1.515,-- |
| Premium Pack | € 3.040,-- |
| Metallic Paint | € 1.007,-- |
| Lifestyle Paint | € 1.881,-- |
| Premium Paint | € 2.783,-- |
| Powerfold Door Mirrors | € 295,-- |
| Bi-Xenon Headlamps | € 1.007,-- |
| Alpine/Lotus IMPRINT Sound | € 1.515,-- |
| Alpine Reversing camera | € 600,-- |
| Stealth Grey cast alloy wheels | € 559,-- |
| Silver forged alloy wheels | € 2.023,-- |
| Gloss Anthracite forged alloy wheels | € 2.796,-- |
| Sports ratio 6-speed manual transmission | € 1.830,-- |

MSRP including local tax excluding transport

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Switzerland:

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| Elise Club Racer | CHF 48.820,-- |
| Elise S | CHF 53.450,-- |
| Elise R | CHF 60.500,-- |
| Elise SC | CHF 66.350,-- |
| Exige S | CHF 71.675,-- |
| Europa S | CHF 61.290,-- |
| Europa SE | CHF 67.700,-- |
| Exige Cup 260 | CHF 94.700,-- |
| Touring Pack - Elise and Exige | CHF 3.771,-- |

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| Luxury Touring Pack - Europa SE | CHF 3.377,-- |
| Sports Pack - Exige S | CHF 2.227,-- |
| Sports Pack - Elise Range | CHF 3.819,-- |
| Performance Pack - Exige S | CHF 4.954,-- |
| Forged Wheels - Exige S | CHF 2.070,-- |
| Adjustable dampers - Exige S | CHF 2.070,-- |
| Air conditioning | CHF 2.535,-- |
| Limited slip differential | CHF 2.188,-- |
| Traction control | CHF 971,-- |
| Hard-top | CHF 2.448,-- |
| Premium paint | CHF 3.672,-- |
| Metallic paint | CHF 1.201,-- |
| Lifestyle paint | CHF 1.908,-- |

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| Evora 2+0 | CHF 93,241.-- |
| Evora 2+2 | CHF 97,829.-- |

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| Tech Pack | CHF 5.228,-- |
| Sport Pack | CHF 2.233,-- |
| Premium Pack | CHF 4.478,-- |
| Metallic Paint | CHF 1.482,-- |
| Lifestyle Paint | CHF 2.771,-- |
| Premium Paint | CHF 4.101,-- |
| Powerfold Door Mirrors | CHF 433,-- |
| Bi-Xenon Headlamps | CHF 1.484,-- |
| Alpine/Lotus IMPRINT Sound | CHF 2.234,-- |
| Alpine Reversing camera | CHF 892,-- |
| Stealth Grey cast alloy wheels | CHF 825,-- |
| Silver forged alloy wheels | CHF 2.985,-- |
| Gloss Anthracite forged alloy wheels | CHF 4.122,-- |
| Sports ratio 6-speed manual transmission | CHF 2.698,-- |

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Euro Zone Countries:

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| Elise Club Racer | € 27.822,-- |
| Elise S | € 30.537,-- |
| Elise R | € 34.693,-- |
| Elise SC | € 38.127,-- |
| Exige S | € 40.836,-- |
| Europa S | € 35.156,-- |
| Europa SE | € 38.906,-- |
| Exige Cup 260 | € 52.899,-- |
| Touring Pack - Elise and Exige | € 2.202,-- |

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| Luxury Touring Pack - Europa SE | € 1.986,-- |
| Sports Pack - Exige S | € 1.325,-- |
| Sports Pack - Elise Range | € 2.246,-- |
| Performance Pack - Exige S | € 2.960,-- |
| Forged Wheels - Exige S | € 1.166,-- |
| Adjustable dampers - Exige S | € 1.166,-- |
| Air conditioning | € 1.538,-- |
| Limited slip differential | € 1.265,-- |
| Traction control | € 562,-- |
| Hard-top | € 1.430,-- |
| Premium paint | € 2.156,-- |
| Metallic paint | € 728,-- |
| Lifestyle paint | € 1.114,-- |

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| Evora 2+0 | € 50.412,-- |
| Evora 2+2 | € 53.361,-- |

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| Tech Pack | € 2.933,-- |
| Sport Pack | € 1.252,-- |
| Premium Pack | € 2.513,-- |
| Metallic Paint | € 832,-- |
| Lifestyle Paint | € 1.555,-- |
| Premium Paint | € 2.300,-- |
| Powerfold Door Mirrors | € 244,-- |
| Bi-Xenon Headlamps | € 832,-- |
| Alpine/Lotus IMPRINT Sound | € 1.252,-- |
| Alpine Reversing camera | € 496,-- |
| Stealth Grey cast alloy wheels | € 462,-- |
| Silver forged alloy wheels | € 1.672,-- |
| Gloss Anthracite forged alloy wheels | € 2.311,-- |
| Sports ratio 6-speed manual transmission | € 1.513,-- |

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