



## The first words

Revised edition October 1, 2010.

A special edition to cover the Lotus news from the Paris Motor Show. After leaving my home at 05.30 AM and walking the whole day at the show, I am very happy and excited to present to you the new Lotus cars.

I hope you will enjoy this issue!

Ronald Ringma



## Party in Paris!

And what a party it is! No less than 5 new cars from Lotus! What I did see today at 16.45 hours was amazing, I can not remember any automobile factory presenting 5 new cars at one time! I wonder where they will get the money to develop and produce all these. I did see some well know people unveiling the cars, to mention a few: Naomi Campbell, Brian May, Mickey Rourke and Stephen Baldwin.

The new Lotus did not only give us 5 new cars, but also two evolutions of existing models and a concept car. A new magazine. A new website. And a range of merchandise featuring three separate clothing ranges.

Not only did we see the new cars, we did also learn that the well known automotive man Bob Lutz will be a member of the Lotus advisory council.

## Images

Here are some images taken earlier today, 30-09-2010. Look at the crowd!



Evora IPS interior



Evora V6 with IPS



Naomi and Brian with Esprit



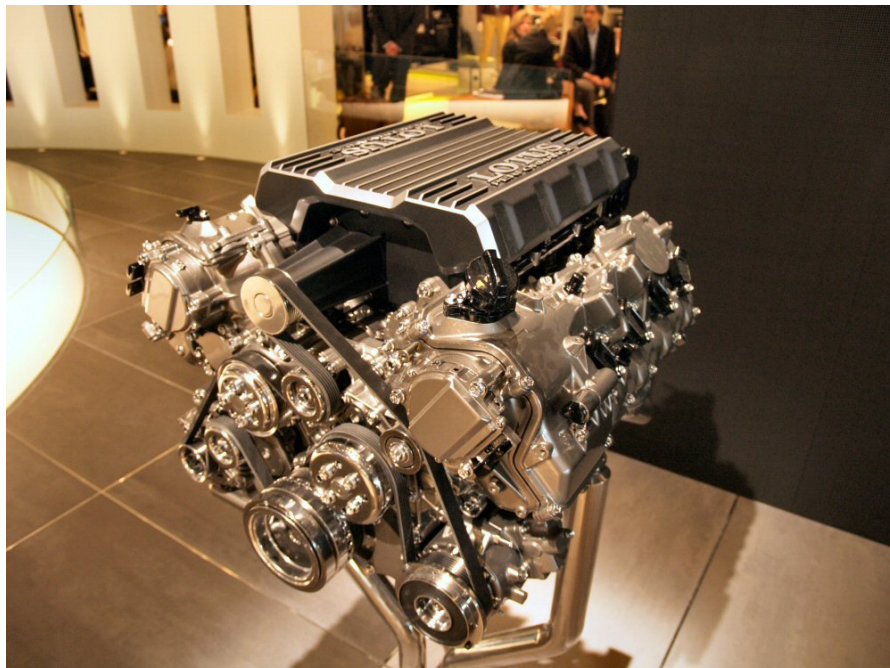
Mickey Rourke and ? with Elan



Stephen with Elise



Elise and Elan



The new V8 engine, based on the Lexus IS-F engine

## Five (!) new cars

But now to the cars, what's new?

### Esprit

This is the new Esprit, expected in the spring of 2013. This new Esprit will have a 5.0 litre V8 engine, producing 620 PS / 720 Nm, a sprint from 0-100 km/h will take just 3.4 seconds and the top speed will be 330 km/h. The weight of the car will be 1.450 kg. More information will follow on the website, remember I'm in Paris right now and my goal is to get you the basic information.



### Elan

And here we have the new Elan, expected in the summer of 2013. This new Elan will have a 4.0 litre V6 engine, producing 450 PS / 465 Nm, a sprint from 0-100 km/h will take just 3.5 seconds and the top speed will be 310 km/h. The weight of the car will be 1.295 kg. More information will follow on the website.



### Elite

This one we did see already, the new Elite, expected early 2014. This new Elite will have a 5.0 litre V8 engine, producing 620 PS / 720 Nm, a sprint from 0-100 km/h will take just 3.7 seconds and the top speed will be 315 km/h. The weight of the car will be 1.650 kg. More information will follow on the website



### Elise

An update on the Elise, expected early 2015. This new Elise will have a 2.0 litre engine, producing 320 PS / 330 Nm, a sprint from 0-100 km/h will take just 4.3 seconds and the top speed will be 270 km/h. The weight of the car will be 1.095 kg. More information will follow on the website.



### Eterne

Last but not least, a new 4 door 4 seater, the Eterne! Expected early 2015. This new Eterne will have a 5.0 litre V8 engine, producing 620 PS / 720 Nm, a sprint from 0-100 km/h will take just 4.0 seconds and the top speed will be 315 km/h. The weight of the car will be 1.800 kg. This will be a rear wheel drive car, with all wheel drive as an option. More information will follow on the website



### Lotus Originals

The new look and feel at Lotus isn't restricted to just cars. A whole new range of exclusive clothing and accessories will be launched branded 'Lotus Originals'.

Lotus has ambitious plans with the 'new Lotus lifestyle'. There will be shops where people can buy this merchandise (didn't Marque Lotus try this some 20 years back??) under the name Lotus Originals. Here are some images of what to expect:





But...where did the lightness go???

### News from Group Lotus

Read all about the news items in the press releases section of the website, please follow this link:  
<http://www.lotusdriversguide.com/Press/index.php>

## Some impressions from Paris

In Paris I had a very interesting and enjoyable day, walking around with the men from The Lotus Forums and Alan Morgan, chairman of Club Lotus.



The Lotus Forums men



Impossible to select one this way....



The Concept City Car



Talking with Lotus



This newsletter is send to you because I understood that you like to receive it. If you no longer like to receive this newsletter, please send me an [email](#) and I will take you of the list.