



81ST INTERNATIONAL MOTORSHOW **GENEVA** AND ACCESSORIES 3-13 MARCH 2011

The first words

This issue of the Lotus Drivers Guide Newsletter is devoted to the 81st Geneva Motorshow.

Weeks before the show there was a rumour about a new or changed Exige. And Lotus announced that alongside the newly announced Elise Club Racer and the 'Concept Lotus Bespoke' (Lotus Evora and Mansory collaboration), the Lotus stand at the Geneva Motor Show will also play host to the Lotus Renault GP team. Enough reasons for me to have a look during the press days.

I hope you will find the following news items interesting, please enjoy this issue!

Ronald Ringma

In this issue:

- News from the 81st International Motorshow in Geneva

Previous issues of this newsletter are available as free downloads from my website.

News from Geneva

The 1st of March, 2011.

14.15 CET was the time, the Lotus Stand at the Geneva Motor Show was the place.

The big news was that there is no big news.... I must admit that I expected something with a V6 engine and an Exige. But no Exige news in Geneva.

Of course I did see the 24 kg lighter Elise Club Racer, I did see the Evora S and the automatic version (IPS – Intelligent Precision Shift) of the Evora. But these Evora's are what we may call 'current range'. Although the blue colour was new for the Evora.

The Lotus Concept Bespoke (redone by customisation specialists Mansory) was also present. Lotus Director of Design, Donato Coco said: "Working with Mansory has been a good experience and we're pleased with the results, but our opinion isn't necessarily what sells cars, let's see what the public think."

New is the black and gold Evora Enduro - GT Concept, the base car for Lotus' GT2/GTE Le Mans challenger. In an earlier GT4 Endurance variant, this car was successful during it's first few outings with a recent podium finish in the hands of Nigel Mansell's sons Leo and Greg at the Dubai 24 hour race.

Members of the Lotus Renault GP team were present at the press presentation, drivers Nick Heidfeld, Vitaly Petrov and Bruno Senna were on stage with the stunning black and gold liveried F1 car. By the way, the R31 was also present on the Renault stand in an other hall of the show.

There were cars missing. I did not see any of the concept cars, only miniature versions of these. But the new Esprit should be on show within 48 hours, I was told.

Lotus Engineering presented the latest technology in an Evora that was cut open for demonstration purposes.

CEO Dany Bahar did a great job with his speech during the press presentation. His comments on the Geneva show are amongst other remarks: "For me, this show is about the Evora, particularly the Evora S, it complements the range perfectly, the response from the media so far has been fantastic, we're really proud of it. I think our collaboration with Mansory really showcases the aesthetic potential of the car too, the only limit is your imagination. And on the subject of pleasing aesthetics, I think the Evora Enduro looks incredible in black and gold, I saw the F1 team checking it out and I know Bruno Senna is looking forward to putting it to the test at our track in Hethel."

Images:



Evora Endurance GT concept



Lotus Renault R31 cockpit



Evora IPS in blue



Elise Club Racer



The Lotus stand



The Lotus stand



Evora Enduro GT and R31



Range Extender



Dany Bahar



Bob Lutz and Jean Alesi



Heidfeld, Petrov and Senna

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