



**LOTUS DRIVERS GUIDE**  
your Lotus information source

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## *Newsletter*

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### **The first words**

Although it is the Holiday Season there is still a lot of news to share with you. Three news items in this issue are covering the Evora, but there is more...

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

Ronald Ringma



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

### **Facebook**

Next to the website, there is also a page on Facebook now. Just search for Lotus Drivers Guide when you are logged in to your Facebook account.

### **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>

## New on the website

You will find all recent changes and news headlines on the 'news' page of the website. On the opening page of the website you will also see the most recent items.

## In memoriam: Horst Auer



On the 26th of July Lotus Elite specialist Horst Auer from Germany has passed away.

With his knowledge and enthusiasm he was able to restore many Elites. He was also a Coventry Climax engine specialist.

He was the person who did recover the Lotus Elite that was used during the 24 Hours of Le Mans by Team Elite. The car driven by John Wagstaff. After stripping the car he did find an illegal extra petrol tank in the front wing, enabling the car to win the index of performance. Wagstaff has always denied this.

A great Lotus Enthusiast has left us.

## Newsflashes

- In the USA the National Highway Traffic Safety Administration has received 17 complaints about an errant oil line in the **Lotus Elise** and has opened an investigation. The issue concerns the line on the front right cooler, which, having got loose, sprays oil either on the wheel or inside the engine bay. There have been no injuries, but one car did leave the road and catch on fire. A NHTSA investigation doesn't mean a full recall has been issued, just that this institution is looking into the matter.
- It is now confirmed by Lotus that there will soon be an **Exige V6**, making use of the Evora's V6 with 276bhp and 345bhp power outputs, an automatic gearbox is an option.
- The Lotus **CityCar** Concept, essentially a three-door version of the Proton EMAS concept with Lotus' new face, is confirmed for production as Lotus Ethos in 2013. It will be built by Proton, it will be bigger than the Aston Martin Cygnet (Toyota iQ), and the Lotus city car is planned as a hybrid-only model. The engineering is done by Lotus and there will probably also be a Proton version of this model. But the Lotus Ethos will be very much a Lotus.
- Lotus Launches "**Final Editions**" of the Elise and Exige for North America. Lotus has announced the end of production for North American Elise and Exige models. The fact that the 1.8-liter 4-cylinder Toyota 2ZZ engine will no longer be available played an important role in this decision. Finally, there will be the following limited editions: Elise SC, Exige Matte Black and Exige S260 Final Editions. Lotus will build and import into the US and Canada just 15 Elise SC, 25 Exige Matte Black and 30 Exige S260 Final Edition models. Read more in the 'press' section of the website.

## Group Lotus' five year plan is working

Year one of the new Group Lotus business plan yields positive results.

Lotus recently announced positive results for year one of the five year business plan, despite the challenging economic situation. Revenue for the financial year ended 31 March 2011 is up 7.6 per cent on the back of sales of 2,675 cars and increased Lotus Engineering and Lotus Lightweight Structures' revenue, which is up by 30 per cent. Overall, the financial performance for the past financial year was inline with the projections in Group Lotus' five year business plan.

Group Lotus Chief Executive Officer Dany Bahar said: "We continue to tick all the boxes, we have met every financial target that has been set and we are on track with all our major benchmarks. People love to focus on the controversy but we believe that the figures speak for themselves - our plan is working and

this is just the beginning.”

Dato' Sri Syed Zainal Abidin B. Syed Mohamed Tahir, Managing Director of Proton, Group Lotus shareholder, said: “Naturally we are very pleased with the results and the overall performance of Group Lotus, the current management structure is proving highly effective. Our relationship with Lotus continues to go from strength to strength and we are very optimistic about our long term future together. The recent announcement of our plan to work together on the global small car are a clear indication of the mutual benefits of our partnership.”

### Evora police car for Carabinieri

The Italian military police recently adopted the Lotus Evora S, as the Carabinieri selected Lotus to provide rapid response vehicles in Rome and Milan.



As Italy celebrates 150 years of unification, Group Lotus celebrates an exciting cooperation with the country as two Evora S models have been selected for a very special military duty. The headquarters of the Carabinieri in Rome played host to the event where two bespoke Lotus Evora S cars were handed over by Group Lotus Chief Executive Officer Dany Bahar.

The Arma dei Carabinieri, a division of the Italian army, play a similar role in Italy to Scotland Yard in the UK and work with the civilian police to provide a crucial service to the public. The Evora S models will be made available to the units based in Rome and Milan.

In preparation for the two year stint with the Carabinieri, both Evoras have been equipped with some of the very latest voice recognition technology including the EVA (Enhanced Vehicle Automation) system. A special portable refrigeration compartment has been fitted behind the front seats which will allow for the rapid transport of vital organs and blood required during medical emergencies.

Commenting at the handover event Group Lotus Chief Executive Officer Dany Bahar said: “We are extremely proud to be working with such an iconic and professional organisation as the Carabinieri who play an integral role in Italian society.”

“Everyone knows that Italy has more than it’s fair share of high profile sports car manufacturers so it is a real honour for a relatively small British brand to be in this position. The feedback from the driver training on the Evora S at our test track was very positive, it’s such a responsive car to drive, I think the teams in Rome and Milan are really going to feel the benefit of working with our product.”



Carabinieri spokesperson, Colonel Marco Minicucci said: “Our special Lotus Evoras combine the very best of our technology with excellent British engineering from Lotus. Not just anyone can drive these cars, we carefully selected some of our team to attend a driver training session at the new test track at Lotus’ headquarters in Hethel, Norfolk where they learnt all about the very special characteristics and incredible potential of the cars.”



3 selected Carabinieri drivers have been educated at the Lotus Driving Academy

### **Caterham look to China for sales expansion**

It looks like the takeover by Team Lotus Enterprise in April 2011 is having international effects.

Caterham's Seven will be sold in China for the first time after Caterham Cars signed an exclusive deal with new importer, Courtenay Trading International (CTI). CTI is looking to appoint six retailers in key provinces of China over the next year and is targeting initial sales of between 30 and 50 Sevens in its first year of operation.

All of Caterham's current EU5-compliant cars will be sold – Roadsport 120, Superlight 120, Roadsport 175, Superlight R300 and CSR 175 – with the first Sevens scheduled to arrive in China in January 2012.

Although Caterham has had a long-standing presence in the Far East, notably in Japan, this will be the first time the Seven will be sold in China.

Caterham Cars' International Business Manager, David Ridley, said: "We are engaged in one of the most exciting new chapters in the Caterham Cars story and our entry into the Chinese market is another tangible sign of how Caterham is striving to become a truly global brand."

The relationship with CTI could also offer Caterham a platform from which to launch new models such as its sports prototype launched in January this year, the Caterham-Lola SP/300.R.

Caterham will also seek to further expand internationally the successful motorsport 'ladder' model that has made the Seven one of the most raced cars in Europe.

Alongside its new partnership and as a sponsor of the Team Lotus Formula One team, Caterham's global motorsport outreach will mirror that of F1, which continues to break new ground in emerging Asian markets, with Singapore and Korea recently joining China and Japan on the F1 calendar.

### **New Australian importer**

Australia and New Zealand's largest independent car importer appointed to distribute Lotus.

Lotus Cars Limited recently announced that Ateco Automotive is now the official importer and distributor for Lotus cars in Australia and New Zealand.

The existing Lotus dealer network in Australia will remain, with outlets in Sydney, Melbourne, Brisbane, Perth and Adelaide. In addition, Ateco Automotive intends to expand its presence in the region with a new dealership in Auckland, New Zealand's largest car market, in the near future.

Ateco Automotive will introduce a number of new initiatives for Lotus in the coming weeks focused on increasing the presence and perception of Lotus in Australia and New Zealand for both the current range of Lotus cars (the iconic Lotus Elise and the Lotus Exige and the award winning new Lotus Evora) and the future range of Lotus cars. The future range includes the new Lotus Esprit supercar, planned for sale in 2013 and the new Lotus Elite is planned to go on sale in 2014.

Guillaume Chabin, Director of Global Sales and Marketing for Lotus, said, "I would like to welcome Ateco Automotive to the Lotus brand. The company is a highly regarded and experienced importer in Australia and New Zealand, has a very strong infrastructure and the ability to join us in taking our brand forward in this important market as our product line-up evolves. We have been present in Australia for many years and are recognised by many for both our high tech, high performing Lotus cars and our fantastic motorsport heritage. Ateco Automotive joins us at an exciting time with the new Era of Lotus, heralding in a new range of sports cars in the future to complement the current Lotus range and an all encompassing motorsports programme which will return to the Lotus brand to the elevated level that it has enjoyed in the past."

Glen Sealey, General Manager for Lotus in Australia and New Zealand at Ateco Automotive Pty Ltd, said, "We are delighted to have the opportunity to import Lotus cars into Australia and New Zealand. Given our success and experience gained over the years in the retailing and marketing of premium and luxury niche sports car brands, we are well placed to give Lotus the best opportunity to succeed in such discerning markets. The timing could not be better as we will be able to prepare the market place and the dealer group for the arrival of the new range as well as developing the sales and customer support for the existing range. The new Lotus range, topped by the phenomenal high performance supercharged Evora S, are stunning cars and perfectly suited to the Australian and New Zealand markets, where performance, efficiency and stunning looks are so important."

Ateco Automotive will take control of the importing of Lotus cars immediately, with a seamless transition from the outgoing importer.

### **Hardcore Evora racer-for-the-road?**



As we all know by now, Lotus has many plans for the coming years with the new Esprit, Elite, Elan, Elise and Eterne. But before its next generation sports cars comes on the market, the word on the street is that Lotus has some significant revisions are planned for the current Evora. Among these upgrades (reportedly 147 changes!) are a revised interior, a new exhaust and a sharper transmission. And although I did not read that anywhere before, by my own experience the current gearbox is not the best I have tried. Convertible and plug-in hybrid versions are also reportedly under consideration.

But there also seems to come a faster version, a racer for the road. Rumour has it that Lotus will walk the same path as other supercar manufacturers did, going for "more power, less weight". A hardcore Evora GT4 or Type 124 racer for the road could be planned. There may be an engine upgrade, where the 345-horsepower supercharged V6 in the current Evora S could get tuned up to 400 hp.

### **Hertz: Evora for exclusive hire in Europe as the first sports car in Hertz Europe's new "Adrenaline Range".**

Hertz customers in key European markets will now be able to drive one of the finest sports car brands in the world as Hertz extends partnership with Group Lotus plc

PARK RIDGE, NJ, July 26, 2011 - Hertz (NYSE: HTZ), the world's largest general use car rental brand, has



introduced the Lotus Evora for exclusive hire in several European markets, following a successful launch of the coupe in Italy in 2010, and an extended partnership with Group Lotus plc, which began in 2009. The Lotus Evora is the launch car of the new Adrenaline Range in the Hertz Fun Collection of Germany, Spain and the UK, and also joins as a special car in the Fun Collection in France.

Similar to the Hertz Adrenaline Collection in the U.S., the Adrenaline Range in Europe will showcase the most exciting new vehicles in Hertz's fleet with high quality, enhanced performance, and beautifully designed vehicles, with the Lotus Evora as the hero car.

The Lotus Evora provides car fans the opportunity to drive a hand-crafted, award-winning sports vehicle with stunning visual impact, exhilarating all-round dynamic performance, innovative chassis technology and high levels of luxury. With its 2 + 2 seating, the Lotus Evora is ideal for customers wishing to add sporty glamour to their holidays, country rides and city breaks.

Michel Taride, President of Hertz International, said: "We are very proud to offer the Lotus Evora for exclusive hire in Europe following its rental success in Italy, thanks to our extended partnership with Group Lotus plc.

The hugely popular Lotus Evora is the perfect ambassador for our new Adrenaline Range, combining style, elegance, agility and sportiness to make driving journeys a dream come true."

"We are pleased to extend our agreement with Hertz; the exclusive collaboration provides the perfect opportunity to make our stunning world class sports car available to the luxury rental market. The lightweight, mid-engined rear wheel drive configuration performs like no other and the 2 + 2 seated Lotus Evora is the perfect choice for those who desire exclusive and high performance motoring. Driving an Evora during a weekend will be an unforgettable experience for any sports car enthusiast," said Group Lotus plc Director of Sales Guillaume Chabin.

The Lotus Evora will be available to hire from Hertz France's Biarritz, Bordeaux, Marseilles, Nice and Paris Charles De Gaulle airports and Paris Porte Maillot, Germany's Frankfurt Rhein-Main and Munich airports, Italy's Rome Fiumicino and Milan Linate airports, Spain's Madrid and Barcelona airports and Madrid, Barcelona and Marbella downtown locations, and the UK's London Heathrow airport.

Rates start from 250 euros per day, and confirmed reservations are guaranteed.

## Exige 2012

This car was spotted on the Hethel test track recently by Autoblog. It's the 2012 Exige. Notice the difference from the B-pillars backwards and notice the redesigned nose. With a new V6 and the reshaped body Lotus aims to fill the gap between the current models and the New Era models as presented in Paris in October 2010.

Group Lotus CEO Dany Bahar has planned to change/improve the current range before the new models will be available (starting with the new Esprit in 2013). He has said that more than 150 other changes would be made to each model, including interior quality improvements. The word is that all current Lotus models (Exige, Elise and Evora) will benefit from the styling changes for 2012.



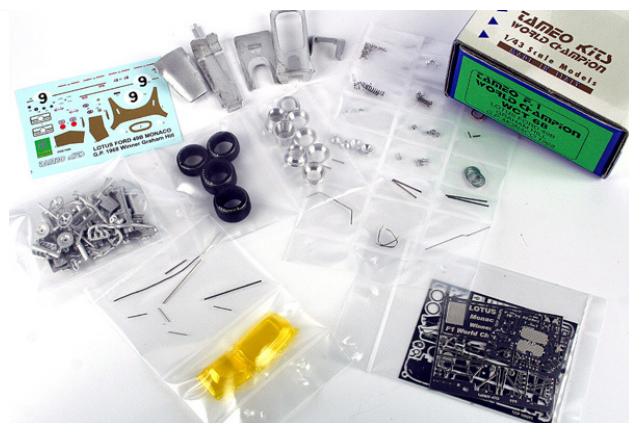
## Model Cars



On the right you see an image of the announced **Spark Type 25** as driven by Arundell at Rouen, 1964. Scale 1:43, made from resin and expected to be available late 2011.

This is the 1971 Lotus **Elan Sprint DHC**. In scale 1:43 !! Once again a very nice model made by the ever active **Spark** people.

Should be in the shops by the time that you are reading this newsletter.



**Tameo** has released its earlier announced high detail 1/43 kit of Graham Hill's 1968 Monaco GP and World Championship winning **Lotus 49B**.

Any idea what you will get when buying this kit? This is it: 62 white metal parts, 102 photoetched parts, 90 turned parts, 2 decal sheet, 4 rubber tyres, 12 stainless wires, 4 windscreens

From **Rêve** we may expect a 1:43 version of the **Lotus 99T** as driven by Senna on Suzuka in 1987 and the version driven by Nakajima on Suzuka in 1987. Also the Lotus 99T as driven by Nakajima on Silverstone in 1987. All due for release in September.

**Spark** did announce some more versions of their 1:43 Lotus **Type 56** model for release in 2011; Walker – Zandvoort 1971 en Wisell – Silverstone 1971.

And how about a 1:43 version of the Lotus **Type 74**, in both Peterson and Fittipaldi versions as driven at Rouen in 1973? Also announced by **Spark**.

**Minichamps** has announced a 1:43 Lotus **Type 78** for release late 2011, as driven by Jarrier in 1978.

Did you already see the 1:43 scale miniature drivers made by **Omen**? These are just a few examples of Lotus drivers that you may like to put next to their racing cars in your collection.



Jim Clark



Emmerson Fittipaldi



Ayrton Senna



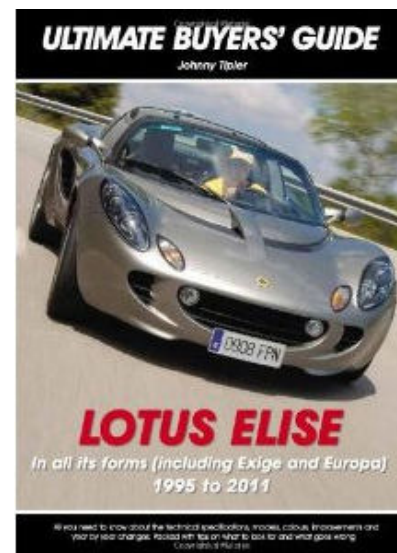
Ayrton Senna

## Books and videos

### Lotus Elise In All Its Forms, Including Exige and Europa 1995-2011 (Ultimate Buyers' Guide)

This recent book by Johnny Tipler helps you identify and buy the Lotus Elise, including the Exige & Europa derivatives, manufactured from 1995 to the present day. This Ultimate Buyers' Guide introduces all the wide variety of Elise types, describing the technical specifications, identification data, performance, colours and options.

Johnny is acknowledged as a leading writer on Lotus and has a close relationship with the factory. In this book he has pulled together all the Elise specification data and he has visited many specialists to get the real story of what's involved in buying an Elise.



## Events

The big annual Club Lotus meeting at Donington is were you really want to be on the 13th and 14th of August! More information: <http://www.clublotus.co.uk/>

If you like to have your (Club)event listed on our calendar, please let me know! There is no charge. You can find the calendar here: <http://www.lotusdriversguide.com/Events/index.php>.

## Downloads

If you have anything that you like to share with other Lotus enthusiasts and that will not get me into copyright problems, please let me know. I am happy to make it available from the website.

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