

The first words

In the year 2009 we will see the Evora on the road! Something to look out for and for the Lotus staff who are reading this: yes, I do like a test drive.... December has been busy at work, trying to finish all those things that have been on my desk for a while. And as many customers have extra free days, they also have time to ask extra questions. So, being busy with work and 'December stuff', there was less time to work on the website last month.

I hope you will find the following news items useful, please enjoy!

Ronald Ringma

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News from Group Lotus

Recently we did see:

- The Lotus Driving Academy, developed to create better drivers

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

Of course new items have been added to several sections of the website. A complete overview of what is new can be found at the 'news' page on the website: <http://www.lotusdriversguide.com/new.php>.

Midlands Lotus Owners Club 2009 calendar

The MLOC 2009 A3 size Calendar is now on sale. I did see examples of the images that are used, it looks great and will do nicely on any lotus enthusiasts wall. Priced at GBP 10 delivered in the UK.

Please look here for more information:

<http://www.midlandslotus.co.uk/forum/index.php?showtopic=26831>



The Lotus Driving Academy

Lotus has organised drivers training since 1984 and has now redeveloped the Lotus Drivers Academy. The new courses give participants the skills to extract the best out of their cars and to become better, safer drivers.

The Lotus Licence is a structured, competencies based programme, drivers qualify by achieving three awards; 'Bronze', 'Silver' and 'Gold', with an optional 'Platinum' stage for tailored personal tuition. This tiered system allows drivers to embark upon each stage as an individual course, a unique and practical way to steadily evolve experience, technique and confidence. Driving will be done on the famous Lotus test track.

The Lotus License courses are priced as follows:

Bronze Licence £299

Silver Licence £499

Gold Licence £799

Platinum Licence £1299

More info can be found in the press releases section of the website

Evora promotion activities

Lotus is doing a lot of work in order to promote the new Evora model. For instance, an invitation was sent just before Christmas to a group of people who had indicated before that they are interested in the new car, to see the new Evora in the Park Lane Showroom of The London Group (Avenfield House, 118-127 Park Lane, Mayfair, W1K 7AF). The London Group is a dealership for Jaguar, Land Rover, Lotus and TVR. For a happy few there was the chance to see the first car off the Evora production line, it was on show from Friday 19th December 2008 to 5th January 2009.

To celebrate the arrival of the unique new Lotus Evora, Lotus has commissioned 50 limited edition canvases of an original Lotus Evora design sketch - each signed by the Evora Design Team. For sale at the Lotus Cars webstore for the price of GBP 217,39.



Evora design sketch on canvas

Save money, buy a Lotus!

Now here is a piece of text that you all should read.... From a clever Lotus PR guy, I guess.

In the current financial climate the emphasis is on being smart with our money. A new breed of 'Frugalists' are turning to European price busting grocers Lidl and Aldi for their weekly shop in order to afford the annual pilgrimage to 'the slopes', and cash-smart homeowners are splashing out on expensive insulation or installing wood-burning stoves in order to make savings on their domestic energy costs. In every household across the country the message is evolving from a frantic 'SAVE, SAVE, SAVE!' to a more strategic 'invest in cost efficient solutions'.

The Frugalist's tip is, be smart with your money and preserve your lifestyle by spending more cleverly. With a cold winter ahead and a declining economic situation it's easy to lose focus on the "living" part of life - imagine then, what a great revelation it is to learn that you could save money by driving a Lotus!

In purchase terms and with regards to running costs, any Lotus in the Elise range is a bargain compared to other performance vehicles; for example the Porsche 911 3.8 Carrera 4S cabriolet achieves 0-60mph in 4.8 seconds and costs £80,000* and the Lamborghini Gallardo 5l v10 Spyder does 0-60mph 4.2 seconds and will set you back £135,000* - whilst the supercharged Lotus Elise SC achieves the same marker in 4.3 seconds and costs £31,550.

Looking at the bigger picture of servicing and parts costs, Lotus uses tuned Toyota engines in its Elise range giving great reliability and avoiding costly repair bills that are associated with some exotic cars. Not surprisingly, economical running costs are one of the contributing factors to the continued demand for Lotus vehicles on the second-hand market. Figures from autotrader.co.uk for the entry-level Elise, the Elise S indicate that the model is retaining a fantastic 82% of its value after 12 months making it a better value proposition than its rivals the Honda S2000 GT and the Subaru Impreza WRX STi.

No, I am not sponsored by Lotus, I just wanted to let you read this.

The Tesla Roadster has been tested by Road & Track

As far as I know this is the first complete test of this car, you can read it if you follow this hyperlink:
http://www.roadandtrack.com/article.asp?section_id=10&article_id=7297



Tesla Roadster, ©Road & Track

Model cars

From Pinko we did see a new 1/43rd scale model of the **Lotus Type 15**. These models are made from resin and have good detail. Here are some images:



Type 15 by Pinko, 24h Le mans 1958, Chamberlain - Lovely



Type 15 by Pinko, 24h Le mans 1958, Graham Hill – Cliff Allisson

The Altaya series, available in the kiosks France and Spain, presented a new range of silver plated 1/43 models. Amongst the 50 (!) models there are an Esprit V8 and an Exige. As far as I know there are no other countries where these models are available, so you will have to contact fellow collectors in one of these countries if you like to add these models to your collection. For the collector who already has everything else....



Altaya (Ixo) Lotus Exige 1/43rd silver plated



Altaya (Ixo) Esprit V8 1/43rd silver plated

Events

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>.

April 18-19 2009, Lotus Show and festival 2009 by Club Lotus (England)

Location: International exhibition centre Donnington Park, Castle Donnington Nr Derby, England. More information: Club Lotus, events@clublotus.co.uk

May 21-25 2009, Lotus Club Holland International Meeting (The Netherlands)

More information will be available soon on the website, <http://www.lotusclubholland.nl>

The program is available for download now, please look here:

<http://www.lotusclubholland.nl/publicaties/2009/Lotus%20Club%20Holland%20ENG-V3.pdf>

The application form can be found here:

http://www.lotusclubholland.nl/index.php?option=com_content&task=view&id=418&Itemid=9

