



Newsletter

Year 04, issue 50

September 2011

The first words

When I started writing the newsletter I did not have a clue if there would be anybody out there who may be interested in this. Today, it makes me feel proud to know that there are so many enthusiasts like myself, who are reading this monthly newsletter.

To be able to create the Lotus Drivers Guide Newsletter for the 50th time is a very good feeling....

I hope you will find the following news items interesting, please enjoy this 50th 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>

Messages concerning the 50th issue:

Message from Group Lotus CEO Dany Bahar



All the Lotus fans and enthusiasts around the world are massively important to us and we are hugely appreciative of their support – we never take this for granted.

We know that occasionally, some of you don't always agree with what we do or how we do it and we value the criticism, but we also value your desire to find out more about what we are doing. Finding out more will always result in a better understanding of the path ahead for Lotus.

Much of our current plans have been expertly documented by Ronald for the Lotus Drivers Guide, his mission to keep you well informed does us a great service. Right now we are fresh from the Frankfurt Motorshow, where we revealed a number of new and exciting cars including the Exige S, its big brother, the Exige R-GT and new additions to our vitally important Elise range. So we have ticked the box for the first 18 months of our five year business turn around plan; the new Esprit and the new Elite come next, in 2013. So not long to wait now...!

Over the last 50 issues of the Lotus Drivers Guide newsletter, Ronald has become an established and loyal Lotus enthusiast – and we would like to thank him and all his readers for their continued support.

*Dany Bahar
Chief Executive Officer
Group Lotus plc
Hethel
September 2011*

Message from Oliver Winterbottom



Dear Ronald,

It gives me great pleasure to send you a message for your 50th Edition:

Lotus has always attracted a close and enthusiastic following and although the cars that I was first involved in date back 40 years it is heart-warming to see so many survivors today.

All the hallmarks of a Lotus – lightweight, efficient design and effective function are probably more apt now than they have ever been. With the current focus on efficient transport, it is perhaps ironic that Colin

Chapman's Formula 1 racing cars have been responsible for setting the principles which have served the Lotus road cars so well.

I wish you the best of luck in continuing to help keeping the loyal Lotus lovers informed.

*Oliver Winterbottom
15th August 2011*

Note from the editor:

- Mr. Oliver Winterbottom is an important person in the Lotus history. During his career with Lotus related companies, from 1971 to 1998, he was responsible for:
- Body design for Lotus Europa Twin Cam, winner Best Sports Car 1971.
- Body design & engineering of Lotus Elite & Eclat achieving the lowest aero drag to date.
- Design of 5 luxury sea going motor yachts for Colin Chapman
- Designed, managed and built a prototype sports car meeting cost & performance targets (Lotus – Toyota joint project)
- Created a new BIW department.
- Headed the team creating the Lotus Elise achieving cost and performance targets.
- 10 year Product Strategy (now adopted as the Lotus Modular Vehicle Architecture).
- Managed the rapid development of Opel Vectra, Astra, Calibra and Corsa first airbag systems concurrently.
- Created Occupant Safety Dept from the successful Esprit & Elan air bag development.

News from Group Lotus

Read all about the news items in the press releases section of the website, please follow this link:
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In this section of the website you will find the latest news by Lotus, normally unedited. But you will also find my own reports here, like recently the images from the IAA in Frankfurt.

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.

If you like to know if there is an update on this page, I suggest you become a friend on Facebook, as all the updates will be mentioned there. Or you can also get Google+, where I am also giving notice of updates on the website.

Finally, if you get an RSS reader, you will be able to receive updates by RSS.

So there are lots of possibilities to stay up-to-date!

Lotus Evora GTE Road Car Concept



The new Lotus Evora GTE Road Car Concept was presented to the world for the first time within the Lotus exhibit at the McCall's Motorworks Revival event Wednesday night, August 17, at the Monterey Jet Center. The Lotus Evora GTE is a race car developed with a single-minded aim to be successful in the new global motorsport GTE category, which includes the world famous Le Mans 24 Hours.

To celebrate this ground breaking car, Lotus has built the race-inspired Evora GTE Road Car Concept. This high-strung Evora elicits over 420 bhp from its race-developed engine, fed through a sequential AMT racing gearbox and put to the pavement through ultra-lightweight forged alloy wheels with center-lock hubs shod with Pirelli P-Zero Corsa tires. The Evora GTE Road Car Concept isn't merely a paint scheme or homage to a race car – this is a serious race car that makes for a very serious road car.

Lotus news presented at the Frankfurt Motor Show

After seeing the presentation in Paris in October 2009 one would not expect to see any real big news at this stage. But, Group Lotus was very much present with real news!



The first object to catch the eye when approaching the Lotus stand was the brand new **Evora GTE**. With 444 PS and a weight that is 105 kg less weight compared with the standard Evora, this is the fastest road car Lotus has ever produced. On the image on the left you can see the new Evora GTE road car and how BBC personality Jake Humphries and Lotus CEO Dany Bahar are presenting the news to the media.

New for the **Evora S** is the **IPS** (Intelligent Precision Shift) option, that is now available in combination with the stronger engine. Personally, if I was going to buy an Evora this would be my choice. The perfect GT car.

The **MY 2012 Evora** was also present, with almost 140 changes according to Dany Bahar. Including significant changes to the transmission dynamics, engine performance, improved IPS calibration and interior trim upgrades. Although there is no list of these changes available, it is possible to give you a rough idea. Basically, Lotus wants to make a huge step forward as far as built quality is concerned, in order to meet the company's future standards. With the MY 2012 Evora Lotus wants to show the public which direction they are going.

One of the improved area's is the interior of the car. For instance we will see a higher quality leather. And a major improvement (by personal experience while driving the current Evora) must be the smoother gear changing, due to new gear change cables and a new flywheel and clutch. There are some improvements to the suspension and very noticeable will be the new valve in the exhaust, opening to bypass the silencer at 4700 RPM (1,500 RPM in Sport mode). There will also be more options available.



Star of the show was the new **Exige S**. After having to retire the Exige from many markets due to pollution discussions, this is a very strong comeback! If you study the images you will notice the changes to the bodywork of this 27 cm longer Exige. And with the Evora's 3.5l V6 engine with supercharger, delivering 350 bhp, this is a real beast! Performance: 0-60mph within 3.8 seconds and 170mph top speed! The expected retail price in the UK will be €70,060. Dany Bahar said: "Anyone who has ever driven an Exige will tell you that it's not for the faint-hearted. The new Exige S skips a few rungs on the ladder to give the driver the ultimate Lotus experience. Quite simply you can't get more Lotus than the Exige S."



The new Lotus Exige S

And how about the **Exige R-GT** that was unveiled by Lotus Director of Motorsport Claudio Berro? This rally car was developed to compete in the newly formed FIA GT category of the FIA Rally Championship on asphalt in Monte Carlo, Tour de Corse and San Remo.

This is the rally version of the new Exige S and is powered by the same V6 3.5 litre engine as the new road Exige, significant changes have been made to the gearbox and the restrictors on the engine in order to control the power (limited to 302 bhp). Lotus will initially partner with several customer teams following the tried and tested method in which Lotus entered IndyCar and returned to Le Mans.

Technical specifications can be found in the Genealogy section of the website.



Exige R-GT

More news in Frankfurt, this time its about the Elise.

The new **Elise S** with its 1.8l Toyota engine with supercharger, producing 220bhp. With the new engine and improved throttle response the Elise S gives an even more exhilarating and lively drive experience. The more efficient engine results in lower fuel consumption and CO2 emissions than the outgoing Elise SC.

And the new **SPS (Serial Precision Shift)** option. This latest gearbox option available for the 1.6l Elise utilises new lightweight robotised automated manual transmission technology to allow the driver to switch between manual and automatic driving modes via paddles fixed to the steering column giving an even more direct connection with the road.



Elise dash with SPS option

More information about these cars and technical specifications can be found in the Genealogy section and in the Press section of the website.

During the Press Day I was able to have a chat with Wiebke Bauer, Group Lotus Director of Licensing & Merchandising. She did explain to me how she is going for high quality items and materials with **Lotus Originals**, rather than creating just another merchandising line. And this mission proves to be successful, judging by the fine quality goods that I did see on the stand.

But, as we all know from our own experiences, quality has its price. But its is well worth your investment. Compare the shirt that was on sale at the local market with the shirt that you did buy in the specialist store after washing it a few times, and you will know what I mean.



During the Frankfurt Motor Show Lotus Originals is presenting their new shop interior line. The high quality is also visible in the shop furniture that Lotus Originals has created. I did see solid wood, real leather as used on the steering wheels of the cars, aluminium parts.

There are several international partners interested in becoming a Lotus Originals dealer. The date for opening the first shop, in London, will probably be January 2012. At present the parties involved are filling in the details of the deal.

Black cabs go green



A little bit hidden at the Lotus stand is the Lotus Engineering display. Here is a high technology green London Taxi. Developed by a UK Government's Technology Strategy Board funded consortium of Intelligent Energy, Lotus Engineering, LTI Vehicles and TRW Conekt, this London Taxi is very different.

It is a plug in hybrid, but not a "traditional" hybrid (where the electric motor uses electricity stored in a battery and generated from an internal combustion engine). The electric motor in this taxi uses electricity generated from a Hydrogen Fuel cell which is stored in a lithium polymer battery pack, so the emissions are just water vapour!

Although designed to operate in a congested city environment with stringent emission regulations, the taxi offers no penalty in terms of vehicle performance or restrictions to cycle regimes.

Capable of achieving a top speed of over 130 km/h (80 mph), courtesy of the 100 kW and 550 Nm (peak) electric motor, the Hydrogen Fuel Cell London Taxi has a range of 250 km (150 miles) on the New European Drive Cycle, enabling the vehicle to operate for a full day without the need for refuelling – and if it does need to refuel, this takes only about 5 minutes.

Group Lotus announces official partnership with Norwich City Football Club

When Group Lotus unveiled five new concept cars on September 30th 2010 in Paris, the automotive world sat up and listened – Lotus were back.

When manager Paul Lambert led Norwich City Football Club through back-to-back promotions from League One through the Championship to the height of English football with a place in the Barclays Premier League for the 2011/12 season – the football world sat up and listened – after a six-year absence – the Canaries are back.



Left: Canaries Team Captain Grant Holt with Lotus Renault GP Driver Bruno Senna

With the start of the 2011/12 season Norfolk based Group Lotus are proud to announce a five-season partnership with fellow Norfolk exports Norwich City Football Club. The relationship unites the two most prominent sporting entities in Norfolk and will allow Group Lotus the opportunity to communicate with the worldwide football audience through strategic branding and marketing activities.

Group Lotus announced the relationship in typical Lotus style by allowing brand ambassador Nigel Mansell to undertake a series of smoking stunts in the Evora GT4

in the car park outside NCFC's Carrow Road stadium with City Manager Paul Lambert and several first team players watching from the side-lines.

Right: Nigel Mansell in action

The Group Lotus All Stars, a group of five Lotus Motorsport drivers including Nigel Mansell, his son Greg, Lotus Renault GP driver Bruno Senna and Lotus Factory drivers James Rossiter and Ollie Jackson proceeded to entertain the media by taking on five NCFC players during a nail biting penalty shootout on the pitch.

Commenting on the announcement, Group Lotus Chief Executive Officer Dany Bahar said: "No one can deny the global appeal of football and this partnership with our local heroes Norwich City Football Club will provide us with a new platform to talk to future Lotus fans. The relationship makes sense on so many levels and we are very proud to be associated with a team who share our values of passion, performance and dedicated hard work. Business aside, I'm also planning on using our association with the team as a great staff motivator back at the factory where our team are working so hard."

Norwich City Chief Executive David McNally added: "This is a great and dynamic partnership with another Norfolk sporting giant which everyone at Norwich City is really excited about.

"It's a significant deal financially and a welcome commitment to the Club from a globally-renowned brand which also has a proud Norfolk heritage and strong local links. We're really looking forward to working



together with Lotus in the seasons ahead.”

An other Senna in a Lotus Formula One car

Bruno Senna: “It feels like Christmas and my toughest exam have both arrived on the same day!”

Lotus Renault GP did recently confirm that Bruno Senna has been nominated to race alongside Vitaly Petrov at the Belgian Grand Prix and at the Italian Grand Prix two weeks later. The team’s present intention is to give Bruno the opportunity to race for the rest of the season. However, as Nick Heidfeld is obviously “not amused” by this decision, some legal issues have not been fully resolved as yet and, as a result, the team will make another announcement on this matter in due course.

Bruno Senna started his career in British F3 in 2005 before moving to the GP2 Series in 2007, where he immediately showed his raw speed. By 2008 he was fighting for the GP2 Series title, narrowly missing out on winning the championship in the final race, finishing as series runner-up. A move to sports cars in 2009 and a shot at the Le Mans 24 hours proved a stepping stone to Formula 1 for the 2010 season when he made his debut for HRT (Hispania Racing Team).

The 27-year-old Brazilian arrived at Lotus Renault GP in February as third driver. He has attended all the races, which allowed him to gain experience and fully-integrate himself. During this time, he has taken part in pre-season testing in Jerez, aero-testing in Duxford in May, and most recently he took the wheel of the R31 during the first practice session of the Hungarian Grand Prix.

Eric Boullier, Lotus Renault GP Team Principal & MD: “We are happy to provide Bruno with the chance to begin racing with Lotus Renault GP, starting at Spa-Francorchamps this weekend. He has proved himself to be an attentive member of the team since he joined almost seven months ago, and we are confident that he will demonstrate his ability alongside Vitaly.”

Bruno Senna, Lotus Renault GP race driver: “I am delighted that Lotus Renault GP has offered me the opportunity to become their race driver. I’m very motivated to get behind the wheel of the R31. I’ve gained a lot of experience thanks to the time spent with the team this season, and the opportunities I’ve had of driving in Jerez, Duxford and recently in Budapest have whet my appetite to become a successful driver for Lotus Renault GP. I am both excited and nervous - it feels like Christmas and my toughest exam have both arrived on the same day ! I am really thrilled and motivated to be getting in the car to race in F1 again, especially with such a big team. Getting back to racing is something I’ve been craving for a while, and it’s not often you get an opportunity like this with a team of this stature. I feel I am fully prepared to rise to the challenge, and I would like to thank the team for believing in me. I will not disappoint.”



Another Senna in a Lotus Formula One car, will history be repeated?

About Bruno Senna:

Full name: Bruno Senna

Born: 15 October 1983

Nationality: Brazilian

Fresh from his first full season of Formula 1, Bruno Senna arrived at Enstone in February as one of the team's third drivers for 2011. In August, he was announced to race alongside Vitaly Petrov at Spa-Francorchamps for the Belgian Grand Prix.

Although a latecomer to motorsport, Bruno's rise through the ranks has been remarkable.

He started his career in British F3 in 2005 before moving to the GP2 Series in 2007 where he immediately showed his raw speed and talent.

By 2008 he was fighting for the GP2 Series title, narrowly missing out on winning the championship in the final race, finishing as series runner-up.

A move to sports cars in 2009 and a shot at the Le Mans 24 hours proved a stepping stone to Formula 1 as Bruno made his debut at the start of 2010 with Hispania Racing.

Evora Freddie Mercury Edition

Lotus recently announced its latest charitable donation for the hammer to fall on: a bespoke Evora S for the Mercury Phoenix Trust.

On the 5th of September dear friends of the late Freddie Mercury united at Freddie's flash birthday bash (the 65th birthday as the climax to this year's Freddie For A Day. The highlight of the night was an auction to raise funds for the Mercury Phoenix Trust, the HIV AIDS charity set-up in his honour by band mates Brian May, Roger Taylor and Queen manager Jim Beach after the singer's death in 1991.

The bespoke Lotus Evora S headlined the auction alongside fantastic donations from Brian May and Roger Taylor, Top Gear, Raymond Weil, the Nelson Mandela Foundation and the West End stage hit 'we will rock you'.

The pearl white Evora S with Freddie Mercury inspired theme represents a combination from the Lotus Design team: the power and prowess of the critically acclaimed Lotus with the dramatic styling befitting of a British rock legend. Featuring deep red and gold highlights this Evora S is well deserving of Freddie's autograph which is also included in the scheme.



The exterior features a white, red and gold colour scheme inspired by the iconic costume Freddie wore for the 1986 "Magic tour" and features beautiful silver on white iconography. The front fender references the Montreux Freddie memorial statue with the line "Lover of life. Singer of songs" taken from the statue's inscription.



Inside, the one-off yellow interior, also inspired by Freddie's 1986 stage costume, includes a union flag on the back of the seats and the incorporation of a crown hints at Freddie's playful royal role-play. And it goes without saying that the sound system or more specifically the RADIO, will send the lucky owner GA, GA.

Brian May had these words to say of Lotus' participation: "Our friends at Lotus have donated a stunning Evora S for our auction which I know will be a massive fund-raiser for the Mercury Phoenix Trust. We cannot thank them enough for their generous support on what is a very special occasion for everyone who knew and loved Freddie."

Group Lotus Director of Corporate Operations Gino Rosato said: "We were only too happy to contribute to this fantastic cause. We have created something very special to raise money for Mercury Phoenix Trust and we hope the car goes to a collector who really enjoys it."

Gordon Murray joins Lotus Advisory Council

Group Lotus add design legend to the Lotus Advisory Council

Group Lotus announced recently the appointment of Gordon Murray to the Lotus Advisory Council. Murray will work alongside automotive industry icons Bob Lutz, Tom Purves, Prof. Dr. Burkhard Göschel and Frank Tuch to advise Group Lotus on current and future development.

The purpose of the Lotus Advisory Council is to give advice and guidance on strategic issues such as product strategy, technology, quality, brand, marketing and distribution for Group Lotus.

It's a little known fact that when Gordon began his motorsport career in 1969 he actually wanted to work for Lotus but a chance meeting with Brabham designer Ron Tauranac lead to him working for Brabham where he was later appointed Chief Designer by team boss Bernie Ecclestone.

During his time in F1, Gordon was responsible for designing many Grand Prix winning cars and was heralded by many as leading the way in terms of innovation and pioneering new technologies.

More recently Gordon established Gordon Murray Design to develop an innovative and disruptive automotive manufacturing technology trademarked iStream®. The design and prototyping of their T.25 Petrol and T.27 Electric Ultra Compact City Cars has been central to both the development and validation of this process.

Commenting on the appointment Group Lotus Chief Executive Dany Bahar said: "Gordon has never been afraid to trail blaze, take risks and do things differently, these are attribute that we are very familiar with and very proud of at Lotus. With his incredible and unique motorsport and design experience he will complement the existing council line up perfectly. We're very much looking forward to working with him."

Gordon Murray said: "For years I've been a huge admirer of Lotus, I have great respect for the legacy that Colin Chapman created and I think what Dany and the team are doing is a really good thing for the brand. He's taking the strength from Chapman's principals and taking the business to the next level whilst still keeping the general ethos – not an easy task! I'm really looking forward to contributing to Group Lotus during this exciting time."

Rare cars for sale



Every now and then a rare piece of Lotus history will appear. here is one that I did see being offered for sale recently. A **1958 Lotus 16 F2 1.5 litre**. Chassis 367 is a Team Lotus Works Formula 2 car, which was campaigned by Chapman and Innes Ireland during the 1959 season at Silverstone, Reims, Rouen, Brands Hatch and Crystal Palace. In 1960 the car was used by Keith Finney in British events.

The car was a prominent part of the Blackhawk Museum of San Francisco and has a fully documented ownership history throughout its life. In 2006 the car came back to the U.K. and has been maintained by Alan Baillie. This Lotus 16 is in race ready condition and is fitted with the correct 1.5

litre stage one and a half, Ray Buckley built Coventry Climax FPF engine.

Offered for sale by Legends Automotive Ltd., Gloucestershire, United Kingdom.

And how about this? John Player Team Lotus **1973 Dodge Travco**.



This camper was recently offered for sale on the Ebay website. It seems to be the original car that was used by Team Lotus, as it has the correct registration number.

Model Cars



New from **Yat Ming** is this 1/18 scale diecast Lotus **Elite** in silver over blue livery. Miles Wilkins, are you reading this, you may want to have this!

.... And the same model in silver over black.



New from **Brumm** is a limited edition series of 4 1/43 scale Type 25 Jim Clark diecast cars, made for the Japanese market with the approval of Classic Team Lotus.



Brumm Type 25 Jim Clark Zandvoort 1963, limited to 200 pieces, available in Japan.



Brumm Type 25 Jim Clark Silverstone 1963, limited to 500 pieces, available in Japan.



Brumm Type 25 Jim Clark Monza 1963, limited to 500 pieces, available in Japan.



Brumm Type 25 Jim Clark Reims-Gueux 1963, limited to 500 pieces, available in Japan.



Here are some of the expected new releases by **Spark**, although I must admit that I can not yet put a date on these models:



Elan S 4 Hexagon by Spark, 1/43 (expected)



Elite in black by Spark, 1/43 (expected)

And here are some 1/43 models by **Spark** that you should be able to find by now, as these have been released recently:



Elan Sprint



Evora S



Type 25 Arundell Rouen 1964



Elan 26R Shapecraft



SMTS has recently announced this Team Lotus Ford Thames 400E pick up with double deck trailer. Scale 1/43, white metal.

The F1 models will not be included!

Truescale models cancelled

Truescale did announce 1/43 models of the Lotus Type 99T as driven by Ayrton Senna during the 1987 Monaco and Japanese Grand Prix. These models have now been cancelled.

Spark 1/18 Type 25 delayed

The fabulous 1/18 scale model of Jim Clarks world championship winning Lotus Type 25, that was announced by Spark, has been delayed for a couple of months.

Books and videos

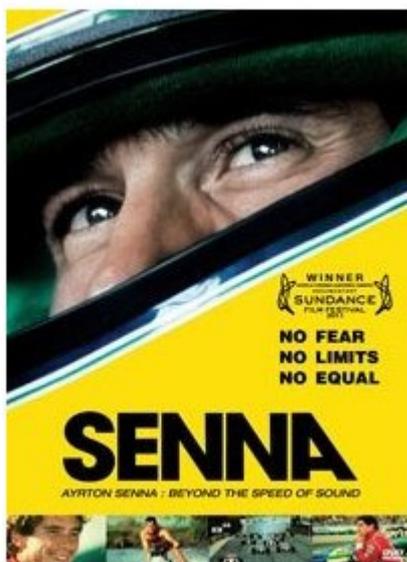
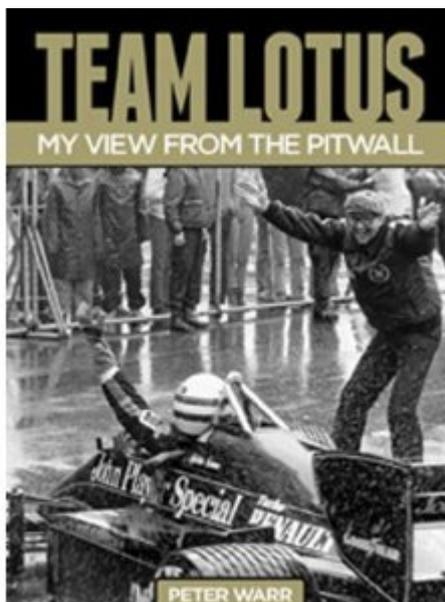
Team Lotus: My View from the Pitwall

The late Peter Warr, who died in October 2010, had two spells of management with Team Lotus: 1969-76 and 1981-89. After Colin Chapman died in December 1982, he became the team's boss and in the years that followed his drivers included Nigel Mansell and Ayrton Senna.

He was one of Colin Chapman's closest allies as well as the man who nurtured the early Formula 1 careers of Ayrton Senna and Nigel Mansell.

Frank, informative and beautifully written, his memoir remained unfinished at the time of his death in 2010, but the bulk of his work was done and thankfully can be published. This long-awaited inside story, which is of particular interest for its author's thoughts on Chapman and all the drivers he worked with, will be relished by all motor racing enthusiasts. *Expected January 2012*

If you like to pre-order a copy, please have a look at the news page of the website, see 4 September



DVD: SENNA

Senna is the epic story of the inspirational life of Brazilian motor-racing legend, Ayrton Senna, the greatest driver of all time. Spanning a decade, it follows his battles on track and off, against the politics infesting the sport. Sublime, spiritual, occasionally ruthless, Senna conquers Formula One to become a global superstar whilst privately remaining humble & giving millions to poor Brazilians. He contemplates life after racing but continues to live on the edge. Told solely through the use of archival footage, this film is a thrilling ride worthy of its daring subject.

This DVD features a mixed language soundtrack mostly with English and Portuguese. Subtitles are available in English. Aspect ratio is 16:9 Anamorphic Widescreen.

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>.

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.

Some of the images that are used are copyrighted by Group Lotus PLC and/or one of their companies. This newsletter is sent 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 off the list.