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## Lotus Evora Awarded Most *Fun to Drive* Car for 2011 by *Popular Mechanics*

*Popular Mechanics* today announced their recipients of its [Automotive Excellence Awards, the Top 10 Cars for 2011.](#)

The expert automotive editorial team at *Popular Mechanics* tested over 100 vehicles during the course of the past year to recognize the best in automotive design, execution and technology for 2011 model year vehicles in ten specific categories. When the tire smoke settled and the engines and brakes cooled off, the ONE vehicle they found most *Fun to Drive* for 2011 is the all-new Lotus Evora.

Summarizing his automotive editorial team's findings, lead *Popular Mechanics* automotive editor Larry Webster said: "We're all car enthusiasts so every sports car is viewed with an especially critical eye. The Evora simply floored us. It combines everything we want in a performance car - gutsy engine, stunning looks, and a dash of practicality - with the driving dynamics we've come to expect from Lotus. It's the most entertaining car on the road."

One of the primary guiding principles through all of Lotus' 60+ years of existence has been to build very pure, communicative and involving sports cars making them exceptionally fun to drive.

"It's very gratifying to receive such a prestigious award from the editors at *Popular Mechanics*," said Group Lotus plc CEO Dany Bahar. "With the Evora we set out to develop a more premium and practical Lotus you could happily and comfortably live with every day, yet still provide 100 percent of the exceptional driving dynamics we're famous for. This award, and the many others the Evora has received, justifies our performance through relative light weight mantra and fun to drive focus. The excellent reception the Evora continues to receive bodes well for our future portfolio of premium sports cars."

**ENDS**





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### Notes to Editors

For further details on Lotus Products and Lotus Motorsport activities please go to [www.lotusnewera.com](http://www.lotusnewera.com) using the following details:

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### About Lotus

The main operating subsidiary of Group Lotus plc is Lotus Cars Ltd, which has two operating divisions – Lotus Engineering and Lotus Cars. Lotus Engineering is an internationally recognised automotive engineering consultancy based in Norfolk, UK. Global facilities include those in Michigan (USA), Kuala Lumpur (Malaysia), China and offices in Germany and Japan, with rapid expansion in new territories such as South East Asia.

Lotus Engineering provides comprehensive and versatile consultancy services to many of the world's OEMs and Tier 1 suppliers, offering a full engineering service from initial concept and project design through development and integration of the complete vehicle to meet all worldwide markets and customers to full production. This includes third party 'niche vehicle' engineering and manufacture worldwide.

Lotus Cars builds world class, prestige, high performance sports cars for sale in 37 countries. These include the iconic Lotus Elise, the Exige, the 2-Eleven and Lotus' latest model, the Lotus Evija. Lotus is a global high-tech company, expanding rapidly and committed to driving forward technology for both Lotus Cars and its Engineering clients, spearheading research into such areas as hybrids, electric vehicles and renewable fuels.

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