



10 February 2011

Is It Always Wise to CUSTOMISE?

If you must, then do it with some style....



THE FUTURE STARTS **HERE**

Who: Lotus

What: The multi-award winning Lotus Evora as you've never seen it before.

Where: The Lotus stand, Geneva Motor Show, Hall 1, Stand 1031

When: 2.15pm, Tuesday 1st March 2011

Why: Because we can. And because we know you're curious.....

Let's be clear on this: contrary to media reports, what you'll see in Geneva is NOT an Evora facelift. It's a taste of the future of Lotus product customisation. Merely the first toe in the water and a showcase of the potential future.

ENDS



Notes to Editors

For further details on Lotus and for high resolution images of the new Lotus product range, full product details, technical specifications and videos please visit our dedicated media site www.lotuscars.com/mediacentre using the following details:

User name: media
Password: lotus

About Lotus

Group Lotus plc, is based in Norfolk, UK, and has three operating divisions: Lotus Cars, Lotus Engineering and Lotus Motorsport.

Lotus Cars builds world class, high performance sports cars including the award-winning Evora, the iconic Elise and the stunning Exige and the road / track orientated 2-Eleven. Lotus New Era, the future product line-up, was unveiled in Paris on 30th September 2010 featuring the new Esprit, Elan, Elite, Elise and Eterne.

Lotus Engineering provides comprehensive and versatile consultancy services to many of the world's OEMs and Tier 1 suppliers and is an internationally recognised automotive engineering consultancy. Global facilities include those in the US, Malaysia, China and offices in Germany and Japan, with rapid expansion in new territories such as South East Asia. 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.

Lotus Motorsport operates the motorsports activities of Lotus and includes the strategy to return the Lotus name to a great number of series including endurance racing with GT2, GT4 and LMP2, single seater racing with GP2, GP3 and IndyCar. Lotus has also returned to F1 with Lotus Renault GP from the start of the 2011 F1 racing season onwards.

For more information about Lotus please contact:

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