



News release

## Supermodel Naomi Campbell and sports car manufacturer Lotus Cars join forces for Haiti



In response to the horrific natural disaster that has crippled the nation of Haiti, Naomi Campbell together with Lotus Cars will be auctioning eight special edition "Naomi for Haiti" Lotus Evora sports cars, with the proceeds from the auction going to help the relief effort in Haiti.

The Lotus Evora is a very desirable, multi-award winning, high performance, mid-engined sports car that presents a fantastic piece of design to bid on. The "Naomi for Haiti" Evora sports car has been specially designed by Lotus Design Director Donato Coco and reflects Naomi's design direction. The bespoke styling combines the flag of Haiti with a dramatic colour scheme and the cars include a full range of options, meaning these cars will all become desirable collectors items.

The "Naomi for Haiti" Evoras will be auctioned at Naomi Campbell's Fashion for Relief™ charity fashion show on the 18th of February at the London Fashion Week venue at Somerset House. The remaining "Naomi



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for Haiti” Evoras will be entered into an auction run on the “Naomi for Haiti” website [www.naomiforhaiti.com](http://www.naomiforhaiti.com) and bidding will commence at 0800 GMT on the 19<sup>th</sup> of February and will end at 1200 noon GMT on 28<sup>th</sup> of February 2010.

The grand total raised for the charity and the highest bidders will be announced by Naomi Campbell at the Geneva Motorshow on the 2<sup>nd</sup> of March. There will also be a link to the “Naomi for Haiti” website from the Lotus Cars website <http://www.grouplotus.com/cars/home.html>.

The Fashion For Relief <sup>TM</sup> event has selected to support the White Ribbon Alliance as it campaigns for the health needs and rights of women and girls around the world, especially supporting its partners in Haiti at this time to rebuild the healthcare system for mothers and babies.

Naomi Campbell says, "I am deeply saddened by the recent tragedy in Haiti. So many have been killed and severely affected by the earthquake - women and children in particular are most vulnerable in disasters. Fashion is universal, personal and touches everyone. I am delighted that Lotus Cars is supporting my Fashion for Relief <sup>TM</sup> charity and I am sure with such generous help we will raise crucial funds to help save the lives of women and children."

Dany Bahar, CEO of Group Lotus Plc, stated, "It is a very admirable cause and we are proud to be supporting Naomi Campbell with her Fashion For Relief <sup>TM</sup> event in aid of the women and children affected by the terrible disaster in Haiti. The whole of Lotus is supporting this very deserving charity, with many working in their own time in order to raise money for the women and children affected by the earthquake in Haiti."

The Red Cross has said that the earthquake in Haiti has affected approximately 3 million people and it is reported that upwards of 200,000 people have died in the disaster. The magnitude of the earthquake combined with the local geography and house building techniques has exacerbated the destruction.

Ends

## Notes

### **Fashion For Relief <sup>TM</sup>**

Set up four years ago to demonstrate the kind of contributions the fashion community can make, the first Fashion For Relief <sup>TM</sup> show was held in 2005 in New York City during their fashion week, and raised more than \$1 million dollars for the Hurricane Katrina relief. In 2007 the event, held in London, raised an amazing GBP 1million for the Rotary Flood & Disaster Appeal. In 2008, Naomi teamed up with Sarah Brown for the first time to host an unforgettable Fashion For Relief <sup>TM</sup> raising thousands for The White Ribbon Alliance and raising awareness of the charity. Last year Fashion For Relief <sup>TM</sup> travelled to Mumbai, India and Dar Es Salaam, Tanzania.



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Past participants and supporters include: Beyonce, Boy George, Cheryl Cole, Cilla Black, Christian Slater, Claudia Schiffer, Erin O'Connor, Faye Dunaway, Iman, Jamelia, Jessica Stam, Kate Moss, Yasmin Le Bon, Ronan Keating, Kelly Osbourne, Lily Cole, P. Diddy, Princess Beatrice, Rio Ferdinand, The Duchess of York, Joaquin Cortes, Tyson Beckford and many more.

Haiti is the poorest country in the western hemisphere - where 37,000 pregnant women now face birth in dangerous, unsanitary conditions - White Ribbon Alliance's partner organisation International Planned Parenthood Federation (IPPF) is currently struggling to meet the overwhelming need for basic healthcare services. IPPF's clinics, which are based in the communities most affected by the earthquake, have been severely damaged. Despite this, they are operating a number of health clinics from tents, with additional mobile bus clinics from the Dominican Republic into Haiti. Such is the huge need that they are desperately short of staff, medical supplies and diesel fuel. In crisis situations, women and children's health needs and physical safety are at much greater risk; we need your help to address the short term needs and the long term consequences.

#### **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 Evora. 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.

#### **For more information about Lotus please contact:**

PR Department; Group Lotus plc,  
Potash Lane, Hethel, Norfolk, UK, NR14 8EZ  
Tel: +44(0)1953 608264;  
Email: [pr@lotuscars.co.uk](mailto:pr@lotuscars.co.uk)