



WELCOME TO THE FIRST ISSUE OF OUR NEW DEALER NEWSLETTER

Jean-Marc Gales
Chief Executive Officer, Group Lotus plc



Welcome to the new issue of PURE DRIVING, a dedicated newsletter for the Lotus dealer network. Over the coming months this newsletter will bring you not only news and updates from the factory, but also information on issues that affect you directly. Information on marketing campaigns, incentives for the network and ways to help increase your showroom sales will also be provided. As our commercial partners, it is important we work together for our mutual benefit and for the benefit of all Lotus customers around the world.

I am pleased to tell you the Lotus business is improving. Not only has the business seen its best financial year Q1 sales in three years, but we have also just completed the best production quarter since Q2 FY11/12. Our July results show the best car sales volume since March 2011. We are resolute in our determination to see this continue. Your role is key to this.

In order that both Lotus and the dealer network's commercial results continue to improve and in the spirit of collaboration,

we have the pleasure of inviting you to the Lotus Global Dealer Conference which will take place on 11th September 2014. During this meeting you will have the opportunity to meet the new Executive team and we will share Lotus' future product and marketing plans with you. It promises to be a rewarding and important event. I very much look forward to meeting you all there.

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With new personnel changes at Lotus, here is a reminder of your point of contact, should you need help or assistance.

DEALER CONFERENCE

On the 11th September Lotus will hold its dealer conference and share with its commercial partners from around the globe its future product plans, marketing and CRM plans. The company will also present new engagement ideas and how better to support Lotus' commercial network.

Delegates will meet the new executive team including recently appointed Group Lotus CEO, Jean-Marc Gales together with the Chief Executive Officer of Lotus' parent company, PROTON Dato' Abdul Harith Abdullah. As previously communicated Lotus will cover the cost of accommodation for the evening of the 11th September. More information contact cguidalalicata@lotuscars.com

PLEASE BE AWARE

Lotus has announced live recall notices. Please refer to the Lotus dealer portal for more information
<http://dealers.lotuscars.com/index/login>

LOTUS CUSTOMERS EXPERIENCE PURE DRIVING ENJOYMENT WITH 3+3+3 CAMPAIGN

Lotus put customers and its dealer network at the top of the agenda with three year warranty and three year inclusive servicing package offered across all three models in the Lotus sports car range.

As part of the continued effort to further support the dealer network and connect with its customer base, the newly launched Lotus 3+3+3 campaign has so far achieved its goal and has reportedly been hitting the spot with customers and dealers alike.

The dealer network report that customers are responding positively to the new promotion which began at the start of July. Non-committing purchasers have been more likely to buy a Lotus given the fact they can now buy a new Lotus Elise, Exige and Evora with guaranteed peace of mind.

Add to this, industry-leading residual values and there has never been a better time for a sports car fan to purchase a new Lotus.

Jean-Marc Gales, Chief Executive Officer for Group Lotus plc commented: "This is great news for all would-be sports car owners. It underlines Lotus' commitment to quality and reliability, something from which all Lotus customers can take confidence. It's also a positive affirmation that the Lotus experience is really about pure driving enjoyment."

The 3+3+3 campaign is included on all new UK and European mainland Lotus purchases. Offer is available until end of September 2014.



STOCK ALERT: EXIGE LF1

If you have not yet ordered your stock of the Exige LF1 model, please be reminded to do so quickly.

With only 81 cars produced, each one a bespoke model commemorating each of Lotus' Grand Prix wins, these cars have proved extremely popular. Delivering a pure driving experience, enhanced world-class ride and handling, plus having been endorsed by the LF1[®] team, TV presenters and former F1[®] drivers, available build slots are depleting. Please contact your territory manager for more information and to ensure you don't miss out.

ANOTHER MONTH OF GROWTH FOR LOTUS SPORTS CAR SALES

Lotus sales continue to grow following best first quarter results in 4 years

Group Lotus plc is pleased to announce the continuing growth of sports car sales, with July 2014 figures the best since March 2011. Results show 226 cars sold for the summer month, a rise of 65% compared to July 2013. The UK and Germany saw the strongest growth, up 110% and 83% respectively in comparison to July 2013. Lotus Motorsport increased its sales worldwide by 100%. The latest figures follow a 31% rise in Lotus car sales for the first quarter of the financial year 2014/15 compared to the

same quarter last year.

Jean-Marc Gales, Chief Executive Officer of Group Lotus plc commented, "The improved sales results for July reward our efforts over the last months and I look forward to continuing this sales trend in the future. In addition, I would like to thank our parent company PROTON Holdings Berhad for its unwavering and continued support for Group Lotus plc. I would also like to thank our growing global dealer network for their efforts and loyalty over the last months in helping us achieve these excellent results."



LOTUS FESTIVAL RETURNS TO BRANDS HATCH

Brands Hatch will once again see the return of this year's Lotus Festival, which takes place on 17th August 2014. The Lotus-dedicated celebration showcases the famous Norfolk brand in true racing style.

On track, there will be demonstrations from Colin Chapman's early race cars, rally and road

cars and the popular Lotus On Track Racing Driver's Club (LoTRDC) race series will also take top billing. Lotus Motorsport will be on hand with the latest line-up of race winners, including the much coveted Evra GT4.

For more information and to book tickets log onto www.lotus-festival.com

LOTUS WELCOMES LOTUS CLUB MALAYSIA TO THE OFFICIAL LOTUS CLUB NETWORK

Lotus sports car distributor, Lotus Cars Malaysia is rewarding its customers by launching an official Lotus Club for all Malaysian Lotus Owners. The new Lotus owner's club will join the official club network which offers specialist privileges for its members, courtesy of the Hethel factory.

Lotus Official Club Malaysia has a full programme of forthcoming events and activities including road trips to Singapore and visits to racing circuits in the ASEAN region. Targeted at anyone who owns a Lotus, the only criteria is a love of the brand, and of the pure driving experience that comes with owning a Lotus.

As well as the regular excuse to drive in convoy alongside iconic Lotus cars past and present,

there is a generous members' benefits package that includes not only discounts on official Lotus parts and merchandise but also with Lotus' partner companies offering preferential rates at Malaysian hotels and restaurants.

To keep members in touch with each other online, a new 'Lotus Official Club Forum' will be launched that will provide expert technical advice to Malaysian owners.

Lotus Official Club Malaysia will bring together motorsport fans, sports car enthusiasts and Lotus customers from all over the country to celebrate Lotus in a way that is designed for them. It also gives Lotus the opportunity to reward our customers for their loyalty.

LOTUS CONTINUES TO EXPAND OUR DEALER NETWORK

Lotus welcomes 5 new appointed dealers to its dealer network.

The new outlets will be based in Kuwait, The Philippines, China (Macau), and USA (Los Angeles). For the UK, Lotus welcomes the return of former Lotus dealers, Williams and Christopher Neil. (Christopher Neil now trading as Oakmere Lotus).

PASTOR MALDONADO AND CHARLES PIC UNVEIL EXIGE LF1 AT LOTUS SILVERSTONE

Lotus Silverstone, the Lotus dealership based at the famous Grand Prix circuit held a closed VIP event ahead of the British Grand Prix, where Lotus F1® Team driver Pastor Maldonado accompanied by Lotus' Official Test and Reserve Driver Charles Pic unveiled to the company's customers the new Exige LF1.

The car, which has sparked interest from Lotus enthusiasts all over the world, embodies Lotus' motorsport racing provenance and heritage, with each one of the 81 cars in the series commemorating each of Lotus' Grand Prix wins. The evening began with an interview with the drivers hosted by Silverstone presenter Steve Deeks before the pair revealed the car - much to the delight of the attending fans.



Charles Pic (left) and Pastor Maldonado (right)

WE ARE #BuildingBritain

The Britishness of the Lotus brand and the contribution that Lotus makes to the UK was recognised recently prior to the UK Manufacturing Summit, part of the International Festival of Business 2014.

The Office of Prime Minister David Cameron, asked Lotus and a number of other UK manufacturers to "take a picture of themselves with their product for example on the production line with a 'We are #BuildingBritain' sign and tweet it from your company account."

The Lotus picture was deemed to be one of the best and represented the broad cross-section of manufacturing in the UK.





ISSY Racing celebrate after a hard day at the track

LOTUS EVORA ENJOYS THE PODIUM AT SPA-FRANCORCHAMPS

Fresh from celebrating their storm to victory at the British GT round at Snetterton, Issy Racing went on to enjoy more podium success at the European round of the British GT championship at Belgian GP circuit, Spa-Francorchamps.

In the first of two GT4 races, the #77 ISSY Racing Lotus Evora GT4 driven by Lotus' own Gavan Kershaw was embroiled in a tough battle that saw Kershaw seizing his opportunity to take second place on the last laps.

Post race, the Lotus was unfortunately given a ten-second penalty for contact with a competing race team that then saw ISSY demoted to third place.

For the second race, Gavan Kershaw grabbed the lead early on.

This was short-lived however when some taunted wheel-to-wheel racing saw team-mate Yusuf concede to take the flag in P2.

The Evora has once again shown its prowess and intent on the race circuits around the globe, and we look forward to the next round of the championship which takes place at Brands Hatch on 30th August.



LOTUS F1® TEAM PARTNER'S DAY TAKES PLACE AT HETHEL

Group Lotus Plc recently hosted the latest Lotus F1® Team Partner Day. The second meeting for the 2014 season saw all the commercial partners and sponsors of the Lotus F1® Team meet at the Hethel Engineering Centre for a day-long programme that introduced them to Group Lotus, and opened dialogue for greater collaborative working in the future.

The group, which included commercial representatives from Unilever, Boeing, EMC, Siemens, Symantec, Total, Renault and Burn were immersed fully into the Lotus Pure Driving Experience, enjoying a factory tour, and ride and

drive on the Lotus test track. The group particularly enjoyed the visit to Classic Team Lotus, where they pored over Jim Clarks Type 25, and Emerson Fittipaldi's Type 72.

The day enabled Lotus to present its current product range and service offerings, together with the opportunities the partners have to take up Lotus Academy driving experiences. More importantly, conversations around joint-marketing projects were key, with new ideas on how the companies present can work more collaboratively and collectively to extrapolate more exposure from LF1s partner activation activities.



LOTUS ELISE 111R
Works GT-S LM

24Heures DU MANS
GT PLANET
12-13 Juillet

Directeur: ADE3210 (ENG)
Pilote classe GT-S: Weesootman (SCO)

DIGITAL GT GAMERS PUT LOTUS ON PODIUM

The Sunday Cup Lotus Club GT entry at the virtual 24-Heures Du Mans team saw the team, who competed in an Elise 111R race-tuned car, take the honours in a P3 class finish.

A brief loss of internet connection during the race resulted in a loss of 3 laps and a likely class win. Overall the team completed 332 laps, and were beaten to second place by only 18 seconds.

Total time was 24:02.35.265. The race preparation certainly brought dividends after hours were spent on race strategy, calculations on how long the digital car could run on its tank of fuel, and how long the tyres would last between pit stops.

The remainder of the gaming field consisted of 11 other teams and 44 drivers from around the world.

The Sunday Cup is managed by Hethel Factory 4 Team Leader Adrian Mansfield who created the project and it was chosen as a winning suggestion submitted to the Lotus Employee Suggestion Scheme.

For more information on the virtual series please contact amansfield@lotuscars.com

HUGE LOTUS ENTRY TAKES ON SPA-FRANCORCHAMPS

Mid-July saw almost 90 cars from across the continent compete during the Lotus Cup races at Spa-Francorchamps with Elise Trophy, Lotus Cup UK, Lotus Cup Europe and Lotus Cup Eastern Europe all represented at the Belgian Grand Prix venue. Lotus drivers were out en-masse for a fun-filled weekend with lots of racing action. Well done to everyone who took part and congratulations to all the winners.



The Lotus Cup Europe grid gets away in race two

GOODWOOD 2014 HAILED AS THE LARGEST MOTORING GARDEN PARTY IN THE WORLD

The 2014 Goodwood Festival of Speed recently attracted car fans from around the globe, at its annual celebration of all things automotive.

With the theme of this year's event entitled 'Addicted to Winning, The Unbeatable Champions of Motor Sport' Lotus as always was in the thick of the action.

Displaying a fresh showcase of our products, it was the new LF1® Exige that took centre stage, catching the attention of all sports-inclined car fans.

Amongst the admirers were Sky Sports F1® commentator David Croft and former British Formula One driver, Johnny Herbert who came along to our stand and couldn't resist a closer look at the car!

The infamous Goodwood hill climb featured a plethora of supercar superstuds, including the Lotus Exige V6 Cup.

Entering the competition and driving the car was Chief Engineer for Test and Development, Matt Becker, who stormed the hill in superfast style and was placed 5th overall in the festival race event.

The PR team were pleased to host a delegation of Chinese media representing Car Magazine, Autonews and Top Driver, along with Mr Shujun Ma of Lotus China.

The group were immersed in the Lotus Pure Driving Experience, visiting the Lotus F1® Team at Enstone before ending their visit at Goodwood.

Commercially, the event attracted over 200,000 visitors over the four days, and generated 105 sales leads for the company.

Conversions have already begun with five car sales made to date as a result of the show.



All Results In Order of Overall Time				
Pos	No.	Driver	Vehicle	100m
1	629	Jann MARDENBOROUGH	Nissan GT-R Nismo 'Time Attack'	4.92
2	630	Anthony REID	Noble M600	5.38
3	619	Chris WARD	Lexus LF-A	6.38
4	611	Alexandra GORDON LENNOX	Ferrari 458 Speciale	5.30
5	621	Matthew BECKER	Lotus Exige V6 Cup	5.79
6	632	Simon SIMPSON	Porsche 911 Turbo S	4.97
7	624	Andrew FRANKEL	McLaren MSO 650S Spider	5.34
8	608	Charlie HOLLINGS	Audi R8 V10	4.33



The Lotus PR Team hosted a delegation of Chinese media. Left to Right: Mr Tony Li (Autonews), Mr Limin Wang (Top Driver), Ms Ziyu Zhang (Lotus China), Mr Shujun Ma (Car), Mr Meng Lei (Car), Mr Fan Gao (Car)



Jeremy Irons with the Lotus Type 49B in which Graham Hill won the 1968 World Championship

JEREMY IRONS FOLLOWS IN THE FOOTSTEPS OF HIS BOYHOOD HERO, LOTUS F1® DRIVER GRAHAM HILL

Movie-great Jeremy Irons paid a recent visit to Hethel to film a tribute programme to his boyhood hero, Lotus F1® driver Graham Hill.

As part of the BBC documentary series 'Racing Legends', the A-list film star retraced the footsteps of Hill who had originally joined Team Lotus as a mechanic before driving for Lotus in the 1958 Monaco Grand Prix.

Hill then left the team, returning in 1967 before going on to win the F1® World Championship in 1968.

It was in the car that he himself helped to develop, the Lotus Type 49B that he won the prestigious and coveted title.

Accompanying Jeremy, was Graham Hill's son Damon, another former F1® World Championship winner who also took part in the moving tribute to his father.

Classic Team Lotus, who own and run the historic car, ran the vehicle on the day as the filming got underway.

Talking of the car, Jeremy reported "Wow. That was fantastic. I feel truly privileged to have driven this iconic vehicle and wonder what it must have been like back in the day. I have the greatest respect for Graham Hill."

The series will air sometime in the Autumn.



Damon Hill (left) talks to Jeremy Irons (right)



Historic Lotus Register bring rare collection to Hethel

HISTORIC LOTUS REGISTER BRINGS RARE LOTUS CARS HOME

Lotus was pleased to welcome the popular Lotus club, the Historic Lotus Register to site, who brought with them some very rare Lotus cars.

The two early Lotus vehicles, the Mark VIII and the Mark IX came to Hethel under extraordinary circumstances.

During the 1950s amateur race driver Dick Steed competed in the Lotus Mark VIII.

Once the new chassis became available (Mark IX) he then decided to upgrade, turning to the then partner at Progress Chassis, Dave Kelsey, to change all the internals from the Mark VIII to the Mark IX including the engine and registration number, HUD 130.

Progress Chassis were an integral part of early Lotus history, being responsible for the early chassis of the Mark VI, VIII, and IX before later going on to aerodynamic sports cars and Formula One.

They, Williams and Pritchard were the main stay of early Lotus history.

Kelsey completed the job and in payment for this work, Steed gave Kelsey the Lotus Mark VIII which he then went onto race with Colin Chapman's special side-valve Ford engines.

Malcolm Ricketts, Chairman of the Historic Lotus Register, secured Steed's Mark IX some years ago and through his association with Lotus restorer David Abbot, was able to source Kelsey's original Mark VIII, no longer owned by Kelsey and being restored by Abbot.

Joining the dots of origination and realising the provenance of the cars before them it seemed natural to reach out to the relevant parties and reconnect, at Lotus of course!

Dave Kelsey, now in his eighties was thrilled to see his original Mark VIII, which he had not seen for some fifty years, and the club enjoyed some track fun here at Hethel.

CLUB LOTUS VISIT

Club Lotus, the first original Lotus club made its way to Hethel recently for a track day courtesy of the Lotus Driving Academy. Lotus Academy instructor and Former F1® driver Martin Donnelly took the reins for the day putting the Lotus enthusiasts through their paces on the tarmac in Lotus product.



LOTUS COURTS THE MONEY MAKERS

Canary Wharf, where many of the world's financial institutions are based, once again hosted its annual Motorshow with Lotus displaying their product line-up alongside the Lotus F1® showcar. Situated prominently on the ground floor of the striking Canada One Tower, it was a busy brand exposure show for the company. The week-long event attracted some 420,000 visitors, an increase of 5% on attendees last year and generated some 35 sales leads for the company.



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3 YEARS FREE SERVICING 3 YEARS WARRANTY MODELS TO CHOOSE FROM

All three Lotus models now come with three years free servicing and three years warranty included*

FIND OUT MORE ON LOTUSOFFERS.COM



LOTUS EXIGE



LOTUS ELISE



LOTUS EVORA

Official fuel consumption for Lotus Exige S in mpg (l/100km): Urban 19.5 (14.5), Extra Urban 37.2 (7.6), Combined 28.0 (10.1). CO₂ emissions: 236 g/km. Lotus Elise in mpg (l/100km): Urban 34.0 (8.3), Extra Urban 56.0 (5.0), Combined 45.0 (6.3). CO₂ emissions: 149 g/km. Lotus Evora in mpg (l/100km): Urban 21.5 (13.2), Extra Urban 39.6 (7.1), Combined 30.3 (9.3). CO₂ emissions: 217 g/km.

MPG figures are obtained from laboratory testing and may not reflect real driving results. Published MPG figures and performance results are intended for comparisons between vehicles only. Verification of performance results should not be attempted on public roads. Lotus recommends that all local speed and safety laws must be obeyed and safety belts worn at all times. On the road price includes VAT, delivery, number plates, 12 months road fund licence and first registration fee. *On cars ordered between 1st July and 30th September 2014 only. See local dealer for details.