

The first words

Hello again, this month of course news from Paris and a lot of new model cars. Some of the very enthusiast collectors who I like to mention here are Carel van Kuijk and Martin Mayor, sending me news on a regular basis. Thank you very much for sharing!

Have a look at the downloads section of the website where I have the latest brochures for you to download.

I hope you will find the following news items useful, please enjoy this issue!

Ronald Ringma

In this issue:

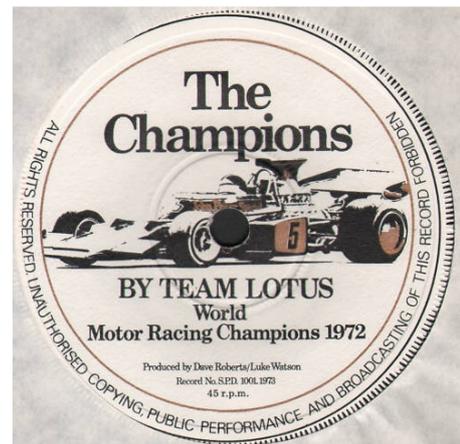
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Previous issues of this newsletter are available as free downloads from my website.

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>



Team Lotus sings...

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.

You may have noticed that I did recently change the rotating images on the first page of the website.

In memoriam: Peter Warr

Peter Warr (18 June 1938 – 4 October 2010), former Manager of Team Lotus, passed away on Monday the 4th of October at the age of 72. Warr worked with Colin Chapman in the period from 1970 to 1977 while the team did win two world titles (Emerson Fittipaldi in 1970 and Jochen Rindt in 1972). Warr returned to Lotus in 1981 and took over the leadership of the team after Colin Chapman's passed away a year later. He chose to hire British Formula 3 Champion Ayrton Senna instead of Nigel Mansell before being replaced by Peter Collins and Rupert Mainwaring as team heads in 1989.

In his younger years, Peter did also spent some time as a racing driver himself, competing with Lotus 18 Formula Junior cars. As a day job he was selling these cars in those days.

The new (concept) cars

Although I did make a special newsletter to cover the news from Paris, I still like to present you the future as Lotus is creating it. All details of the cars can be found in the 'genealogy' section of the website.

Please see: <http://www.lotusdriversguide.com/Genealogy/index.php>

I hope you will forgive me that due to the light circumstances and difficulties to get through the crowd these pictures are not of the best quality, but at least you get to see how the atmosphere was in Paris during the presentation of the new cars.



Lotus Esprit introduction in Paris by Naomi Campbell and Brain May



Lotus Elan introduction in Paris



Lotus Elite introduction in Paris



Lotus Elise introduction in Paris



Lotus Eterne introduction in Paris

Moving upmarket

After the presentation in Paris it has to be clear for everybody who did not yet understand it: Lotus is moving upmarket. After the presentation I was told that there will always be a model in the range that is comparable with the current Elise. But Lotus wants to be competitive at the level where brands like Porsche, Ferrari and Aston Martin are.

You can see it from the new designs. And I did hear Danny Bahar explain it with words like "move forward onto a higher playing field". I really hope it will work out but in the same time, I also hope that the big amount of enthusiasts out here will not be forgotten and that there will always be an affordable, light, fast and extreme good handling sportscar as we are used to these days.



New Lotus Cars website

Of course there is a lot of attention for the new Lotus (concept) cars. But did you already see the new website? It looks very good and has some nice interactive possibilities. For instance, I had a look in 'future cars' at the Esprit page and could admire the car in colours of my choice there. You should have a look at <http://www.lotuscars.com/>

Lotus Lifestyle

At the Motor Show in Paris I was able to have a chat with Wiebke Bauer. She is the Director of Licensing and Merchandising at Group Lotus plc. She informed me about the plans there are with Lotus Lifestyle products.

As Lotus is entering a new era, it is not only concentrating on the core business but also introducing a new line of lifestyle articles.

Lotus Lifestyle is born and starts to express the brand's corporate DNA in new ways. The aim is to offer items that are related to a way of living and not to a trend. There will be three different productlines:

LOTUS HERITAGE

The "LOTUS HERITAGE" line, inspired by the glorious racing days and victories of the 60s and 70s, looks back in time. It features elements of iconic race cars, such as numbers or the famous stripes and creates a slight retro-look by playing with warmer, slightly washed out fabrics with soft vintage touch, smoother colours and integrating sophisticated details in leather. It is a masculine selection of cool apparel and elegant premium accessories, which will be expanded over time. Heritage has a high-end positioning and targets age 30+.



LOTUS ORIGINALS

The "LOTUS ORIGINALS" line targets aspirational consumers, friends of the brand as well as Lotus owners. A fresh, young, colourful collection of sportswear taking its inspiration from the current brand and plays with it in terms of colours and logo interpretation. Target age is 25 - 40.

LOTUS PERFORMANCE

The "THE LOTUS PERFORMANCE" line reflects the "engineering soul" of the Lotus brand and its technicity. A small range of highly functional sportswear, intelligently constructed to support all types of outdoor activities, lightweight, seamless and sleek in design. With its ergonomic shapes and masculinity, as well as the understated colours, it is made for track or outdoor, uniquely developed for Lotus. Target age is 25 - 45.

The e-store

The e-store will be launched in autumn 2010. We will show the entire range of Lotus products to prospective consumers. It is the infinite Lotus store with the greatest range of products possible.



The first flagship store in London

In 2011 the London flagship store will open its doors, communicating the brand in a holistic way for the first time and making a statement on its own. The British capital is considered to be the ideal location for the brand's first store which is the reference point for the future development of new store formats such as shop-in-shops and mini-shops. The stores will be operated either by Lotus or with partners.

In the store the visitor will experience a combination of the impressive racing history, the modern, elegant beauty and prestigious lifestyle of the British road car, as well as its strong assets in intelligent lightweight car engineering.

Formula One results

Please have a look at the "Press F1" section of the website. I will collect all the Lotus Racing news there, and you can also find the results of recent Grand Prix weekends as well as the team and drivers standings. Please see http://www.lotusdriversguide.com/Press/Press_F1_Team.php

New Lotus Magazine

Lotus launched a new glossy magazine in Paris. Very thick, interesting content but very expensive for an enthusiasts magazine with a price tag of GBP 20,00 / EUR 25,00 / USD 30,00 ! Moving upmarket I guess....

If you like to have a preview of this new magazine, you can have a look here:

<http://viewer.zmags.com/publication/ddb6ceeb#/ddb6ceeb/1>



Team Lotus is back!

Before I did announce this as a rumour, but now it has been confirmed.

Lotus Racing has confirmed that the team will be known as Team Lotus from 2011. The migration from Lotus Racing to Team Lotus will take place over the coming months and the renamed team will be the direct successor to the iconic previous incarnation of Team Lotus when they take to the track in the 2011 FIA Formula One™ World Championship and beyond. Tony Fernandes and Kamarudin Meranun's Tune Group has acquired Team Lotus Ventures Ltd, the company led by David Hunt since Team Lotus was last on track, and through that agreement now has full ownership of the historic rights and goodwill of the Team Lotus brand and heritage.

Read more about on the website, please see http://www.lotusdriversguide.com/Press/Press_F1_Team.php



Or is it not....

Group Lotus and 1 Malaysia Racing Team are having an argument about using the name Team Lotus. Read more about it in the "Press F1" section of the website, where all the news releases will be collected for you to read.

Lotus Racing has approached former Malaysian Prime Minister Tun Dr Mahathir for support. This is the former Prime Minister of Malaysia and he is now closely associated with Group Lotus owners Proton as an adviser. He is also known as a big supporter of Lotus Racing. This is a statement from Lotus Racing about

this matter:

"In a bid to alleviate the public confusion surrounding the ongoing matter between Lotus Racing and Proton / Group Lotus, Lotus Racing shareholder and Deputy Team Principal Dato' Kamarudin Meranun recently had the opportunity to meet Proton Adviser Tun Dr Mahathir. The meeting was to discuss the matter in person and agree a future course of action for Lotus Racing.

Lotus Racing believes it is acting within its own rights, and as a result of this meeting, the team will now refrain from making any further comments on the matter. This action is upon advice from Tun Dr Mahathir, and it is out of our respect for him that we will act upon his wishes as he has supported us since our inception, and his backing has been invaluable in our growth.

We are very grateful for having had the opportunity to put forth our case and have complete trust that a fair review will be made, and a decision on the matter will be announced in due course."

Model Cars

In Paris, Lotus presented diecast models, scale approx. 1/64 like Matchbox and HotWheels. These were handed over to members of the press.

I understood that this range will not be extended at this moment.



New from **Spark** is this 1/43 resin model of the **Lotus Elan 26R**

Another **Elan 26R** to look out for is this 'fastback' model that can be released any moment now. Also a 1/43 miniature made by **Spark**.



New on the website is this **Elise 111S** made by **Welly**, a yellow version is available as RHD or LHD. Further more there is a white version as LHD, and an orange version as RHD. Scale 1/18, diecast.

Welly has also announced a 1/24 scale version of this diecast model.

AutoArt has announced another version of their **Lotus Cortina** model, diecast, 1/18.

This time it is the #19 Lotus Cortina Mk1 which John Whitmore and Peter Proctor drove to victory in the 1964 Brands Hatch 6 hours.



Another new model that I did add to the website is this very rare **Lotus Seven** 1/43 white metal model, made by **Copy Models** for the Club Dinky France. The proportions of this model are not very accurate, but it still remains a 'wannahave' for the collector.





New from **Vanguards**, this **Sunbeam Lotus** works development car as used by Bernard Unett and Terry Harryman. Diecast, 1/43

And another version of the **AutoArt Lotus Cortina** model has been announced, for 2011.

It is Sir John Whitmore's 1964 Cortina MkI Budapest, class winner.



Last month I was able to introduce the Ebbro **Elan S1**, here is the version that **Spark** produces under their own name. Resin, scale 1/43.

Recently I found this **Seven** model made by **Norev**, 1/43



This is the new **Tamiya Lotus Type 79** Martini kit, scale 1/20.

An other new 1/20 scale kit is announced by **Fujimi**, they are going to produce the **Type 97T** as driven by Senna during the 1985 Portugese Grand Prix.



Soon to arrive in the shops: **Lotus T127 !!**



T127 Trulli, 1-43 by Spark



T127 Kovalainen, 1-43 by Spark

For slot race enthusiasts there is news from **AutoArt** as they have announced a 1/32 scale slot race model of the **Lotus Exige**, there will be an orange and a yellow version. The release date is to be announced.

Anyat diecast restorations

Andy runs a website offering motorsport diecast models restoration and recreation. He specialises not only in diecast restorations but he is also fitting lifelike drivers in scale cars. I did see a type 49B with Graham Hill and a Lotus 18/21 with Jim Clark has found a place in my own collection.

His aim is to use Dinky, Crescent, Corgi, Models of Yesteryear, Brumm and other die cast models as a basis for recreating the great and not so great, but Interesting Racing Drivers of the past and the machines they drove.

Andy is not doing this work to make a profit (he can't actually, just look at his prices) but as a hobby an by experience I can tell you he is doing a good job!

Have a look at his website: www.anyat-restorations.com



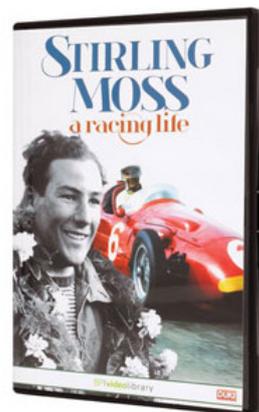
Lotus 18/21 Trevor Taylor

History: Although Trevor is believed to have tested the 18/21 Lotus, he raced his own 18, then moved up to the works 24 and later the 25. This modelcar is deliberately left un numbered, but numbers can be added if you wish. Base Model: Dinky No 241, the original was in a sorry state and needed new screen, driver and tyres.

Books and videos

New DVD: Stirling Moss. A Racing Life

Four fantastic films from the 1960s packed with highlights of a racing life Sir Stirling Moss is a true sporting legend, a man whose exceptional skills and determined character saw him overcome the odds again and again on his way to victory in motorsport's most famous events. Although never crowned Formula One World Champion, Moss is rightly regarded as one of the greatest drivers ever. In 1963, after recovering from an horrific accident which nearly cost his life, Moss retired from racing. Running time 100 mins.



The dawn of a new era

This is a hardback brochure covering the new Lotus (concept) cars. This brochure was first seen at the Paris Motor Show 2010 where it was given to members of the press and to visitors of the pre-introduction on Wednesday evening.

Hardcover, 52 printed pages with images and English text.

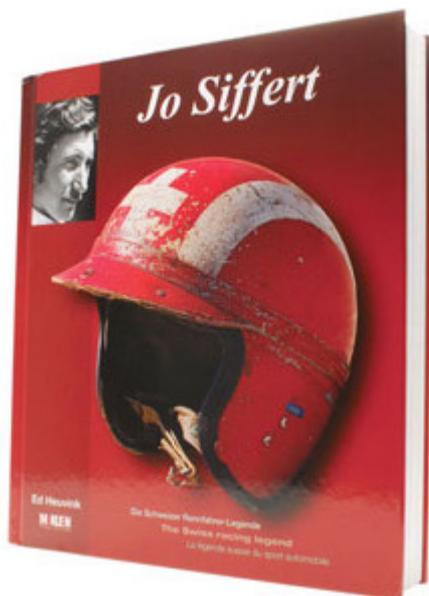


Jo Siffert by Ed Heuvink

Joseph Siffert was born in Fribourg, Switzerland in 1936, of a working class family. He began his racing career on motorcycles, financing this career by dealing in scrap metal and used cars. He became the Swiss 350 cc champion in 1959, and after moving up to Formula Junior, he became the European champion, in a Lotus 22, sharing the title with two other drivers. He made his first Formula One appearance in 1962, driving a Lotus 24 in the Belgium GP.

This book gives a thorough and personal insight into the life of the young and talented driver who, having seen great success in Formula One, Formula Two and sports car racing, sadly lost his life at Brands Hatch in 1971. Written by Ed Heuvink, this book has been compiled from his personal anecdotes and the accounts he witnessed during Jo Siffert's career.

Hardcover, 333 pages, ISBN-10: 3927458481, ISBN-13: 978-3927458482, size: 28.8 x 24.8 x 3.8 cm



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.

New in the downloads section of the website:

- brochure The dawn of a new era.
- brochure Lotus Engineering (2010)
- brochure The Lotus Range (2010)
- brochure Lotus Accessories (2010)



THE LOTUS ELAN (EXPOSED)

Backbone chassis Immensely strong and torsionally stiff welded steel backbone carrying all mechanical components.

All independent suspension Front suspension by unequal length wishbones, combined coil spring/damper units, independent rear suspension by Chapman strut system incorporating wide based lower wishbone and combined coil spring/damper unit.

Disc brakes Hydraulically operated callipers on 9½ inch diameter discs on front wheels, 10 inch diameter discs on rear wheels.

Twin cam engine Light alloy twin overhead camshaft cylinder head 1558 c.c. Compression ratio 9.5:1, B.H.P. 105 @ 5,500 r.p.m. Torque 108 lb/ft @ 4000 r.p.m., 5 bearing crankshaft. Two twin choke 40 DCOE2 Weber carburetors.

Close ratio gearbox Gearbox ratios:—1st 2.50:1, 2nd 1.64:1, 3rd 1.23:1, 4th 1.00:1, rev. 2.81:1 (3.9:1 final drive ratio).

Performance 0-40 - 4.0 secs. 0-60 - 7.4 secs. 0-80 - 13.8 secs. max. speed 115 m.p.h. 26 m.p.g.

The sleek and aggressive coachwork is included at no extra charge.



LOTUS CARS LIMITED · DELAMARE ROAD · CHESHUNT · HERTS · WALTHAM CROSS 26181
SEE NEW CAR SECTION OF THIS MAGAZINE FOR THE ADDRESS OF YOUR LOTUS DEALER

RE LOT/91

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