

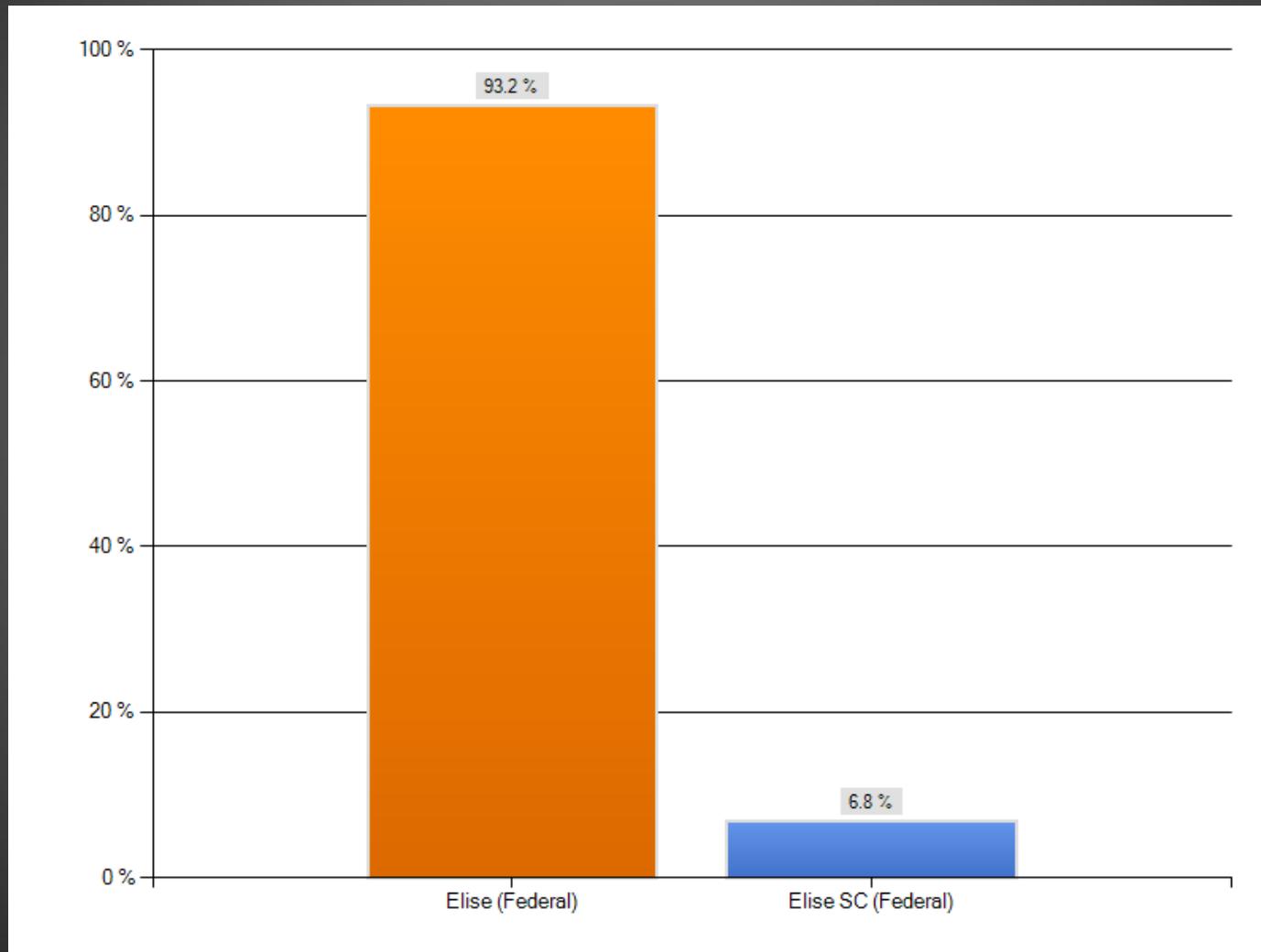
LOTUS ELISE (U.S.) SURVEY

Preliminary Results

April 2012

About Your Elise

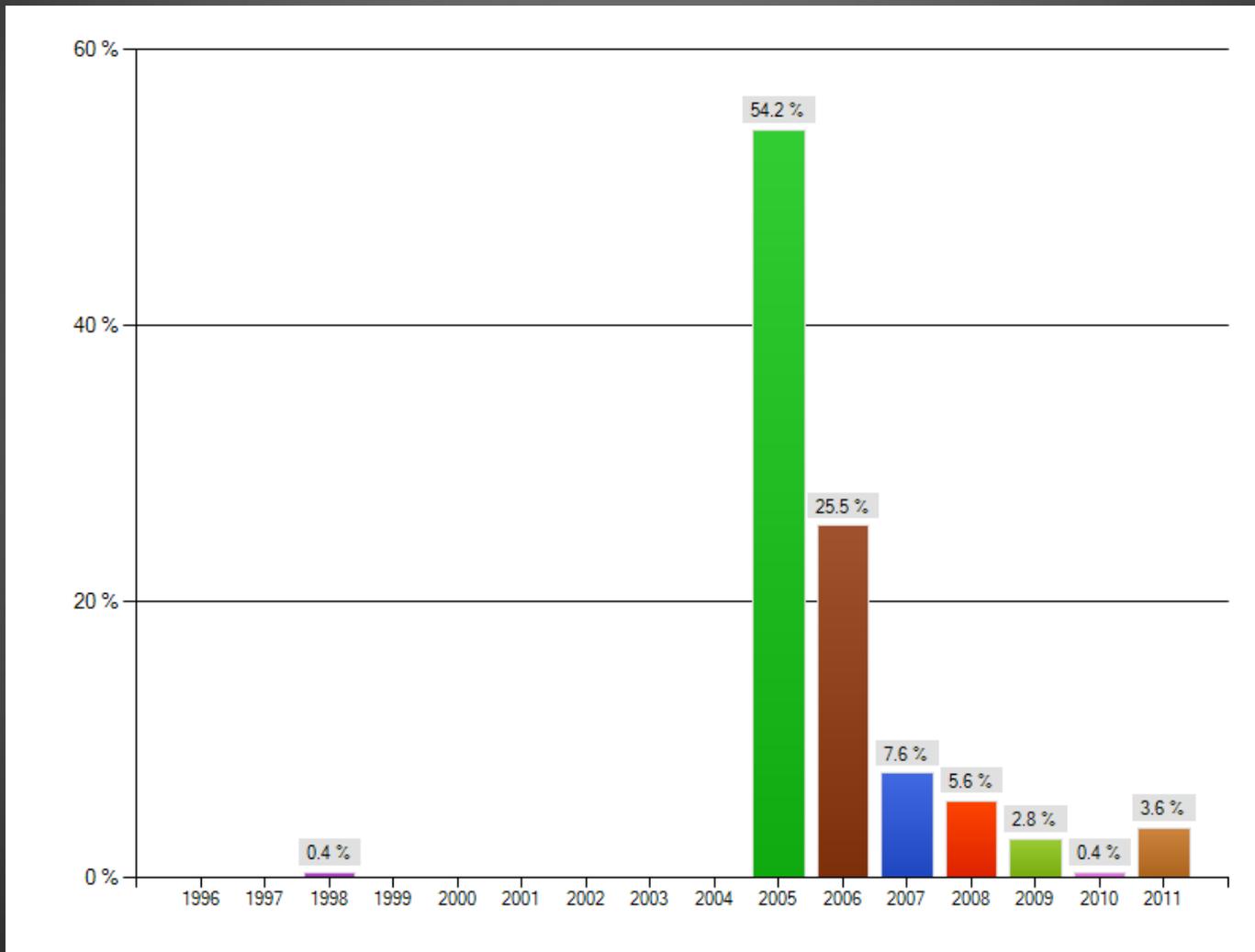
What Model is Your Elise?



Note: excludes one "Other" response --> Non-Federal Series I Sport 190 (1998)

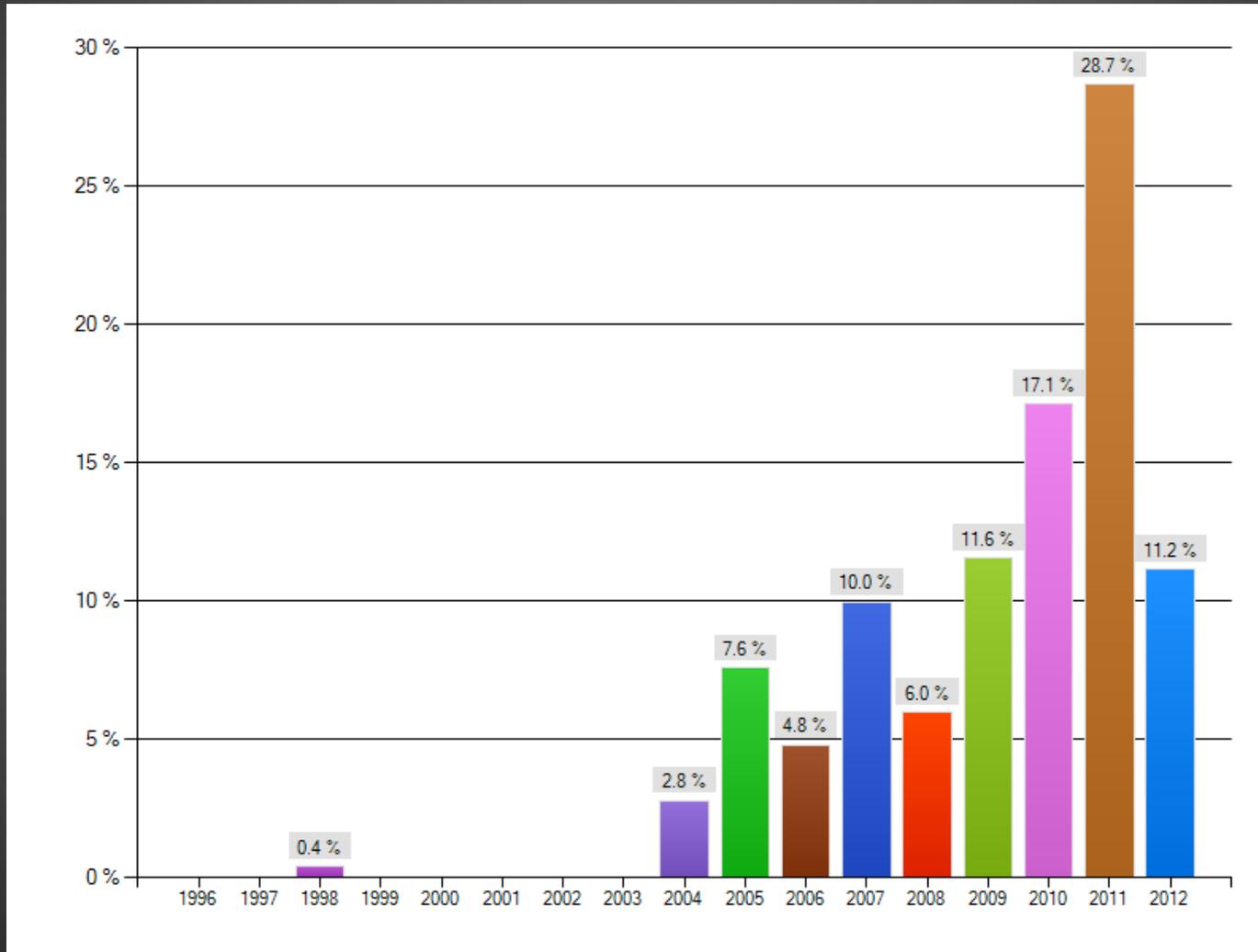
No. of Responses: 252

What Year is Your Elise?



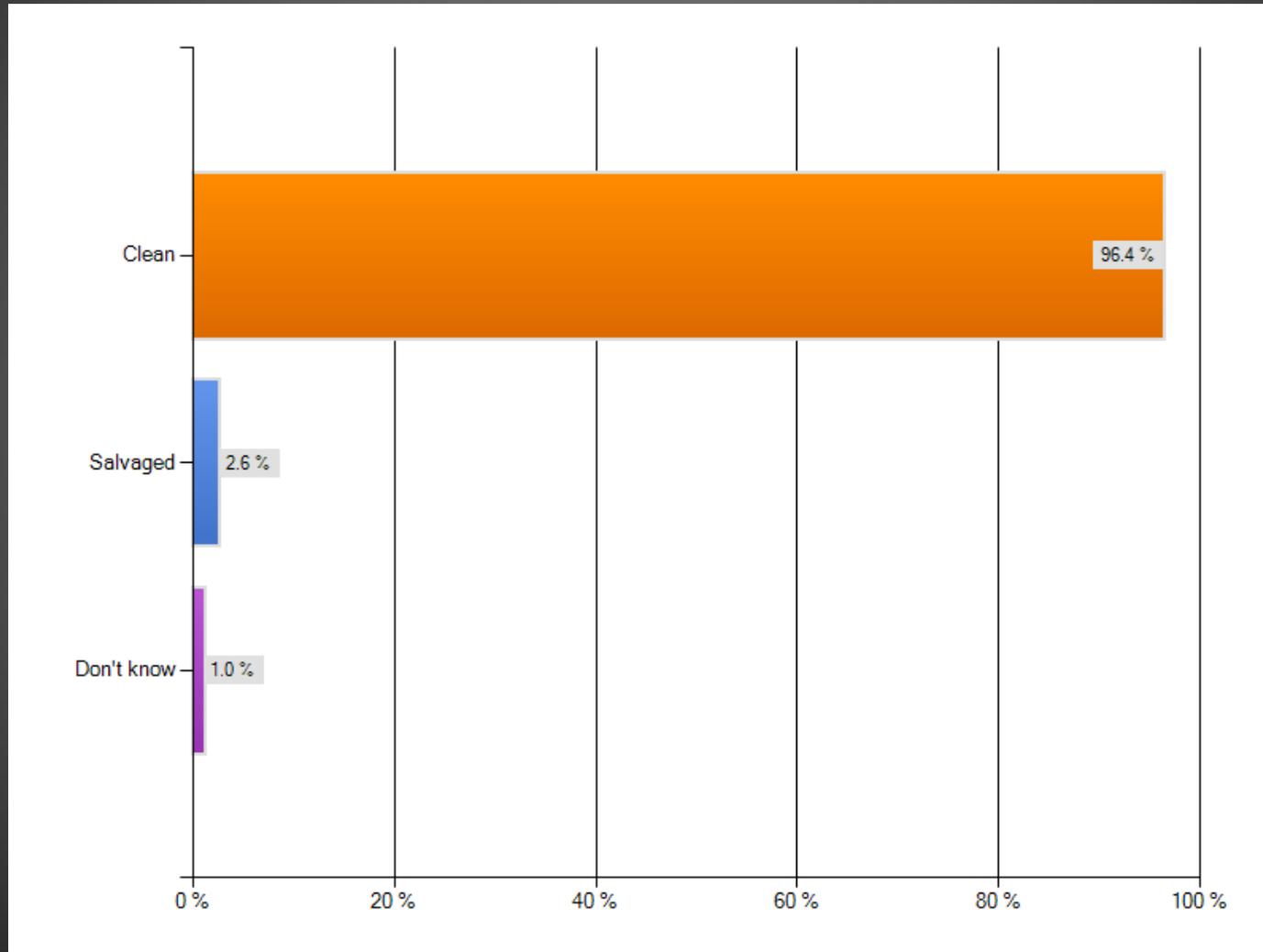
No. of Responses: 252

When Did You Purchase Your Elise?



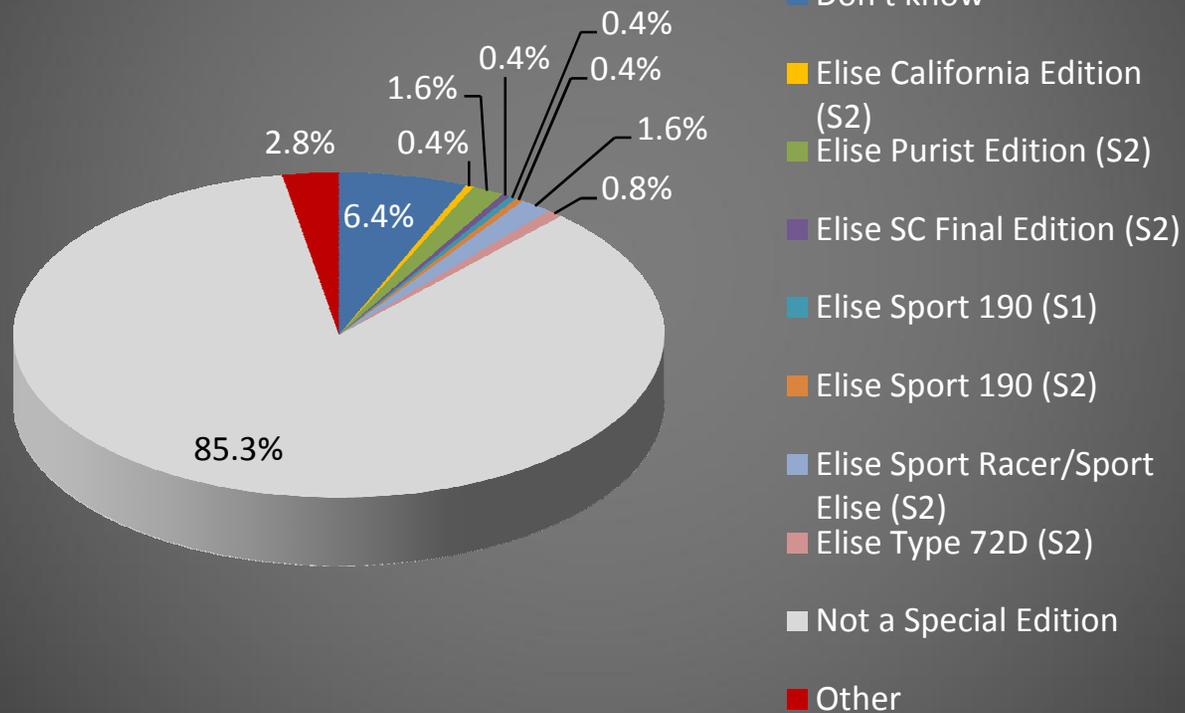
No. of Responses: 252

Clean or Salvaged Title?



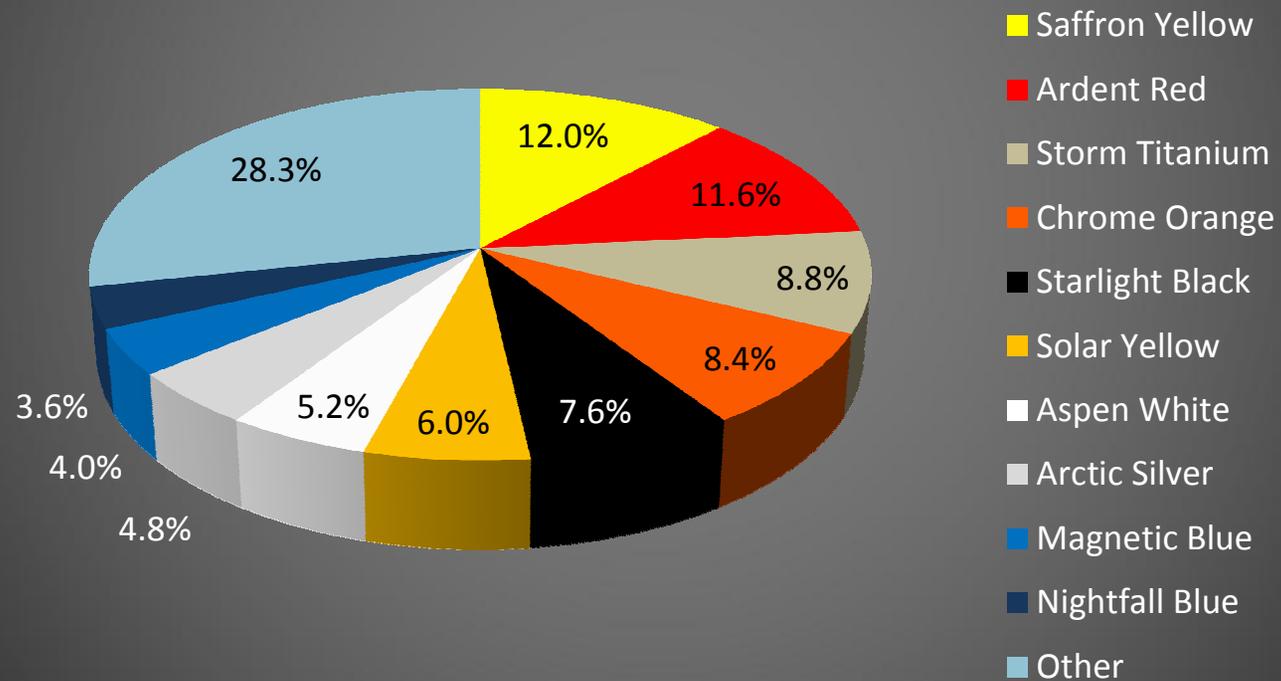
No. of Responses: 193

Is It a Special Edition?



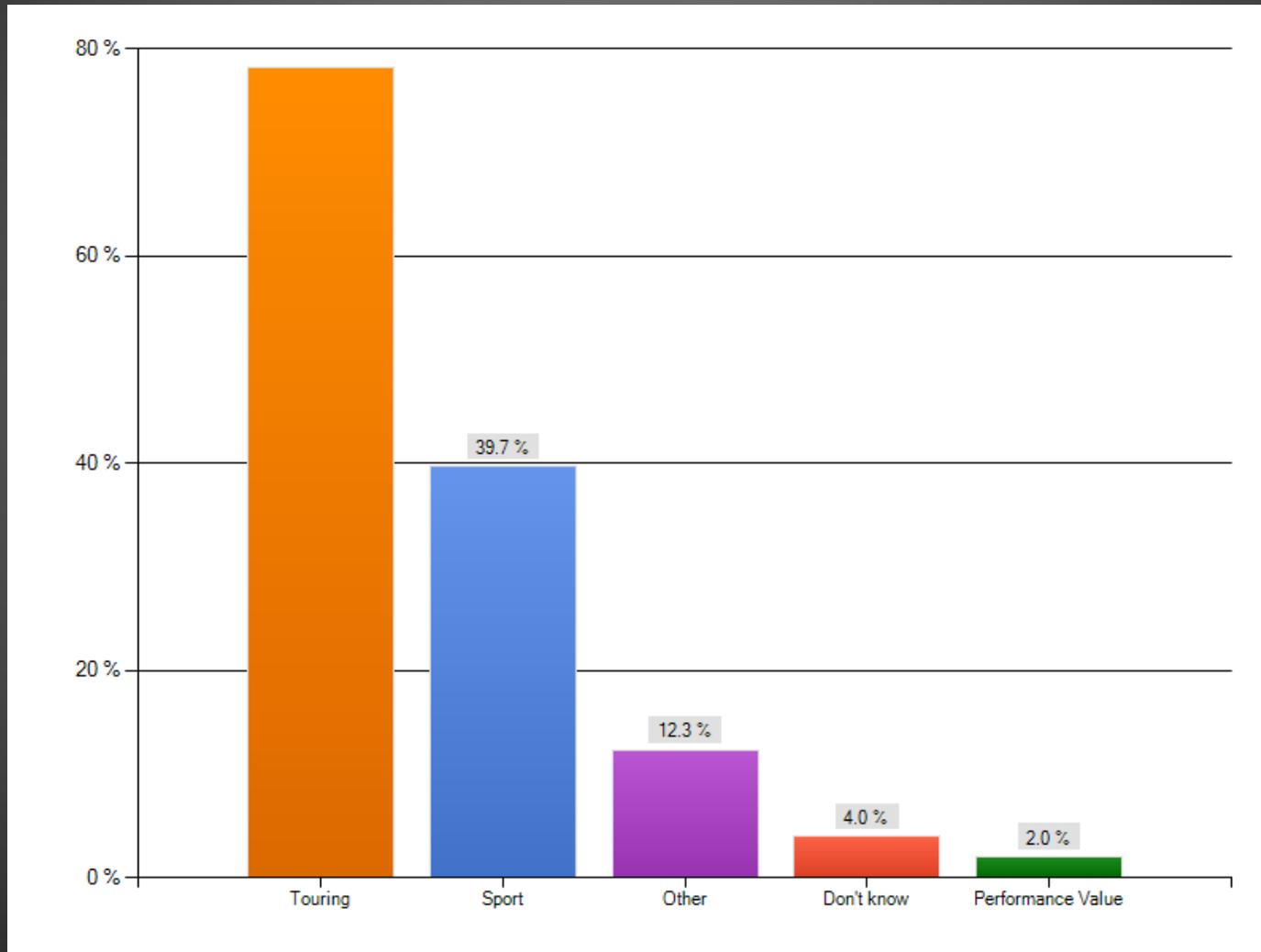
No. of Responses: 252

What Color is Your Elise?



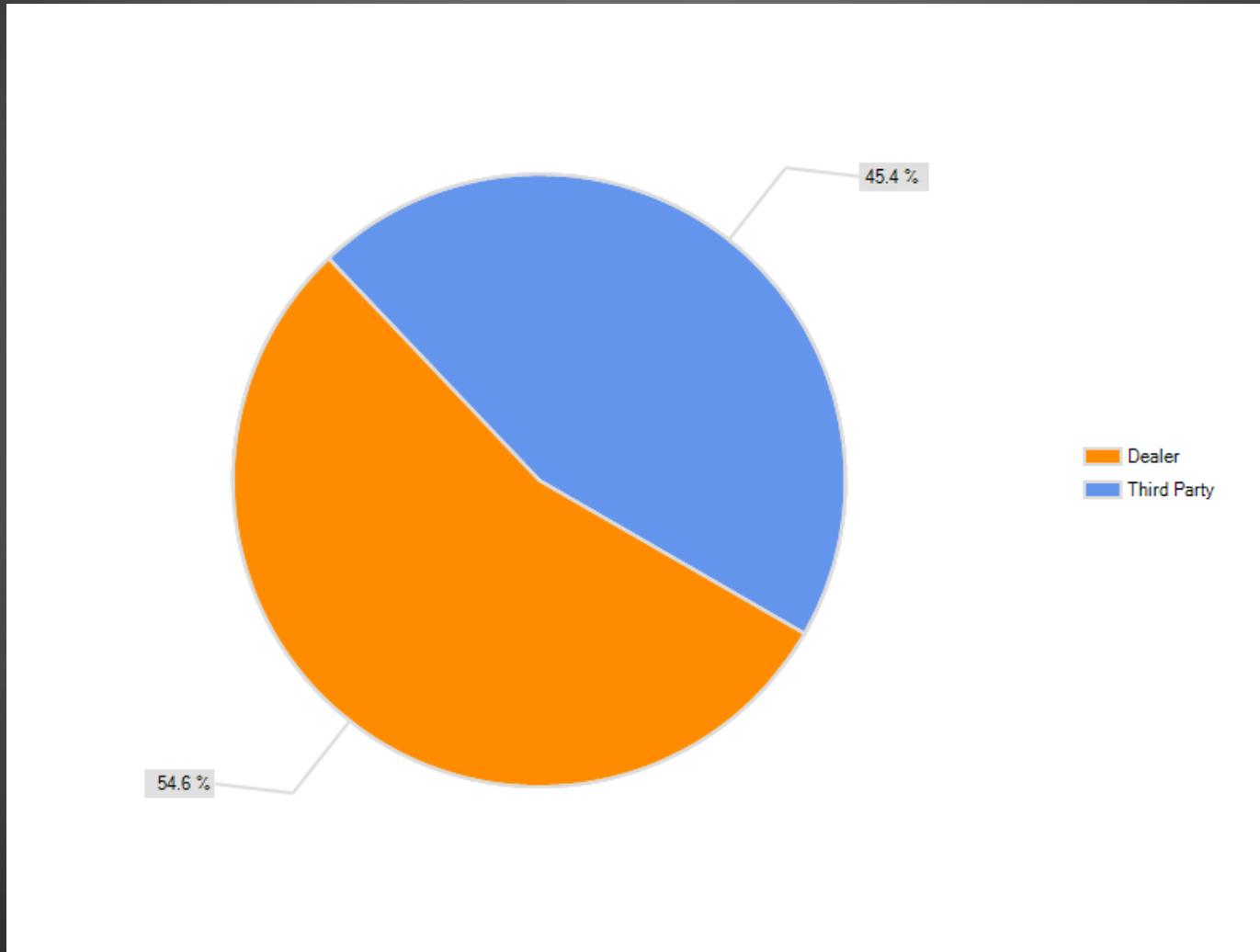
No. of Responses: 252

What Package Does Your Elise Have?



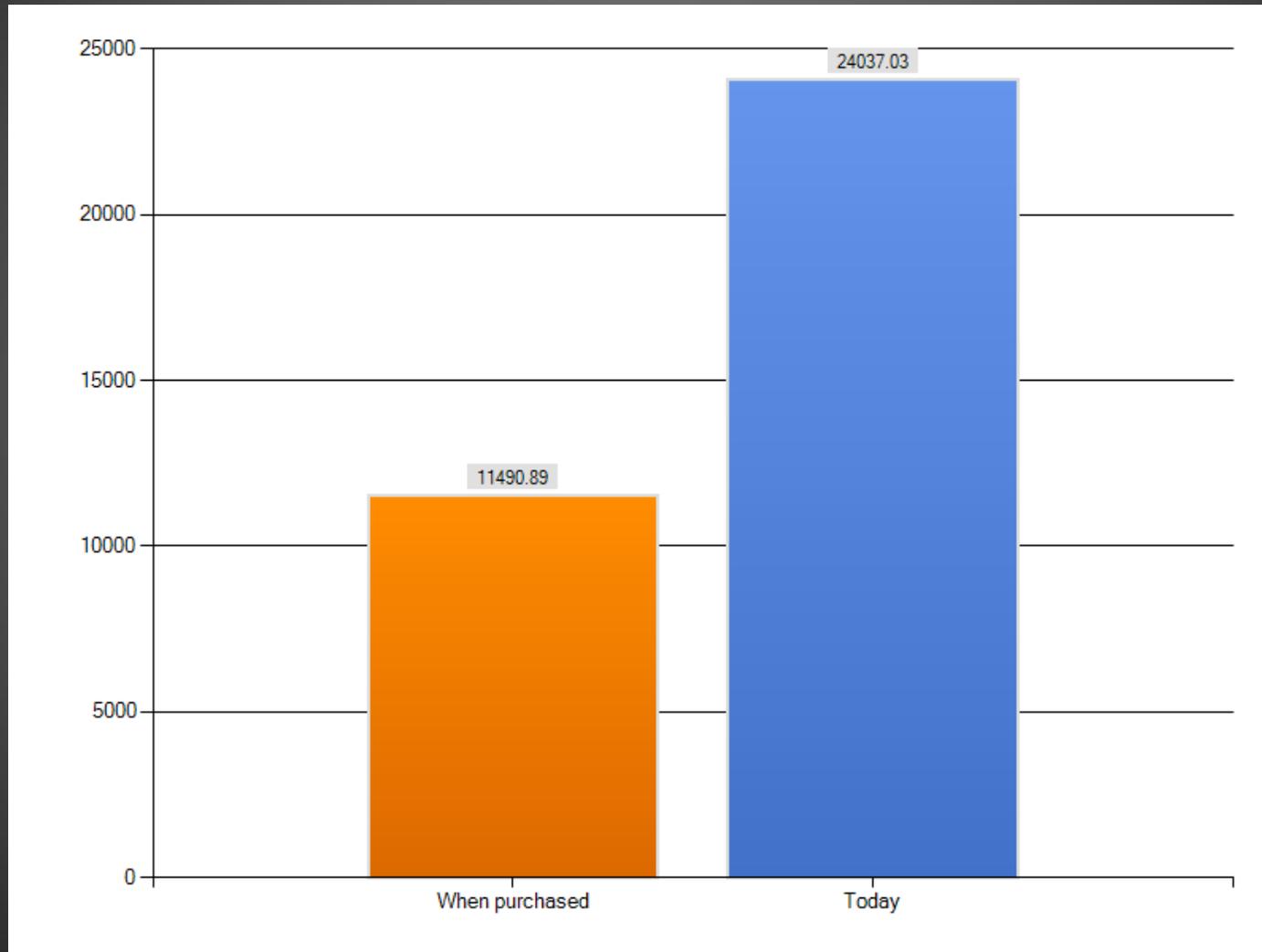
No. of Responses: 252

Bought From Dealer or Third Party?



No. of Responses: 252

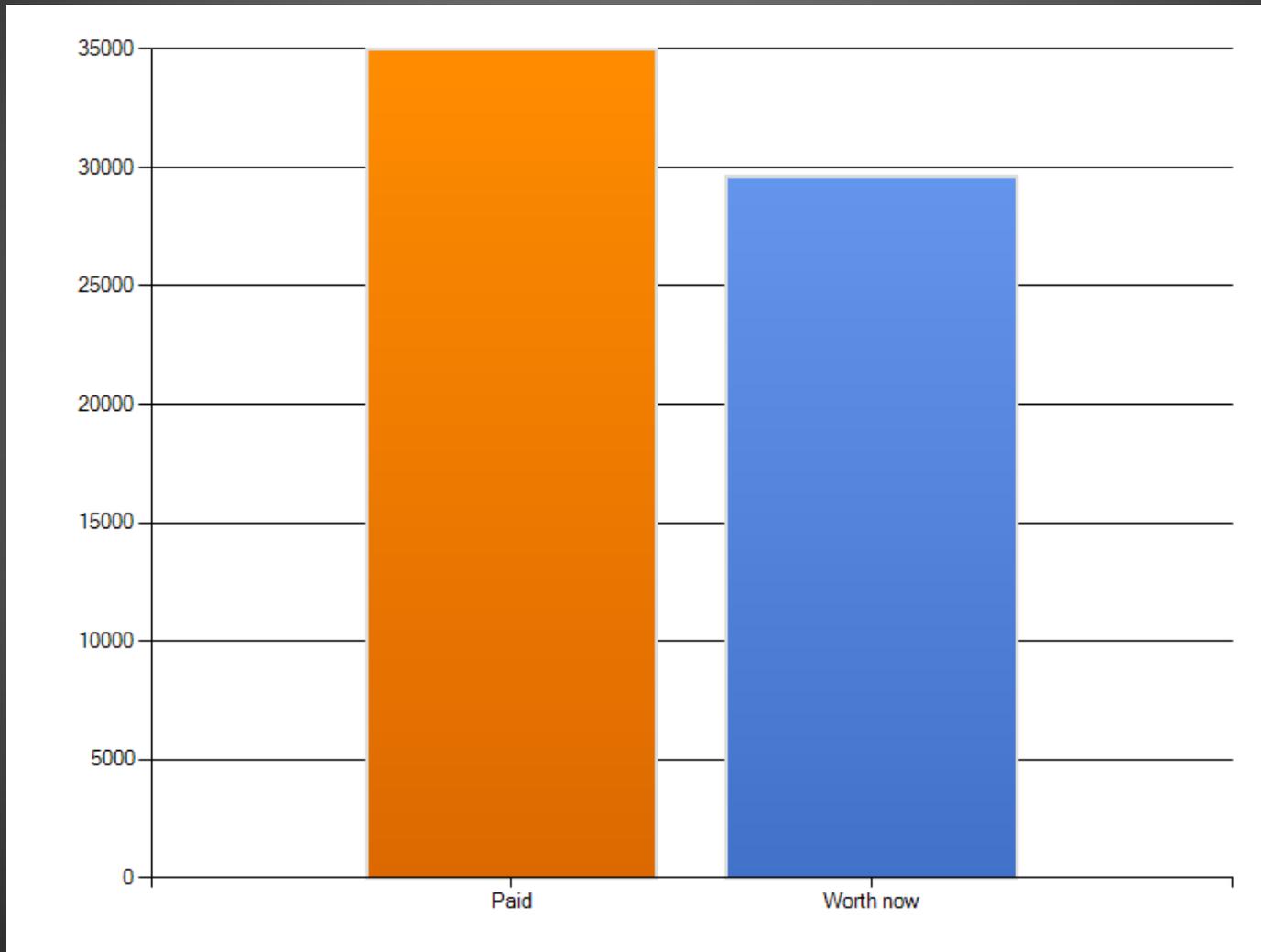
Approximate Mileage



Note: Bar Chart denotes average mileage of all Lotus Elise referenced in survey

No. of Responses: 248

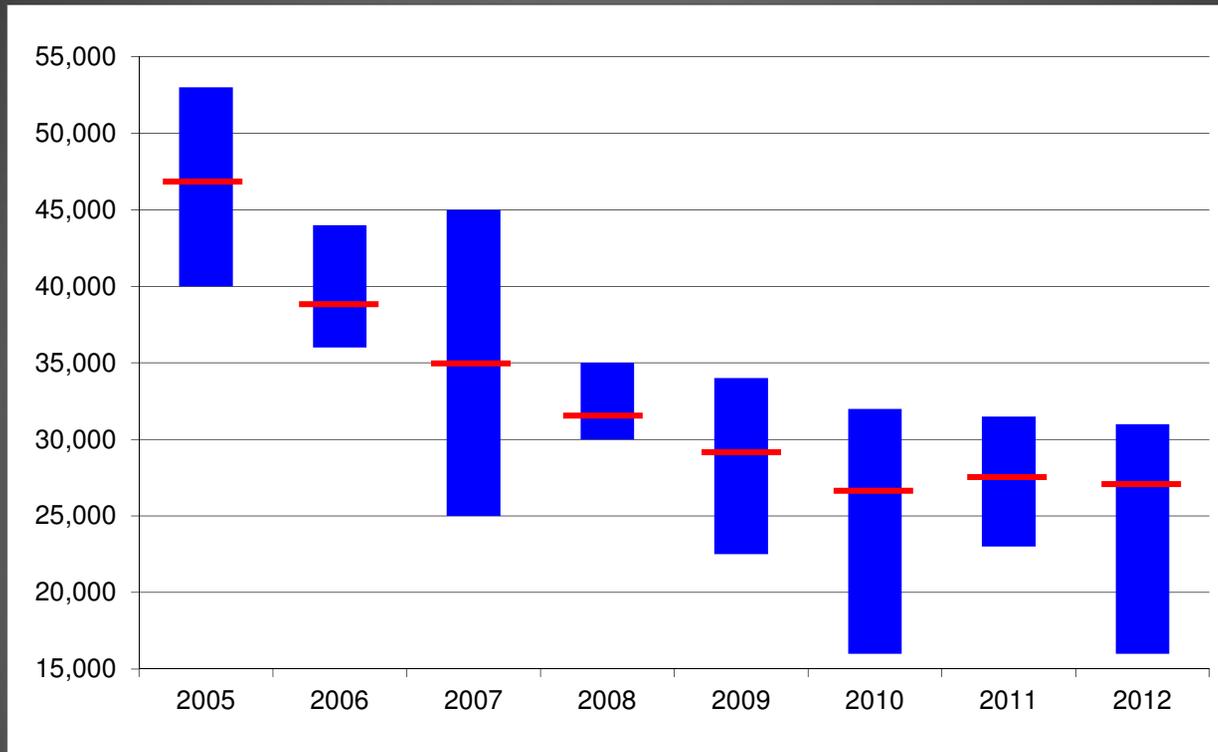
How Much Did You Pay for Your Elise? How Much Do You Think It's Worth Now?



Note: Bar Chart denotes average price of all Lotus Elise referenced in survey

No. of Responses: 238

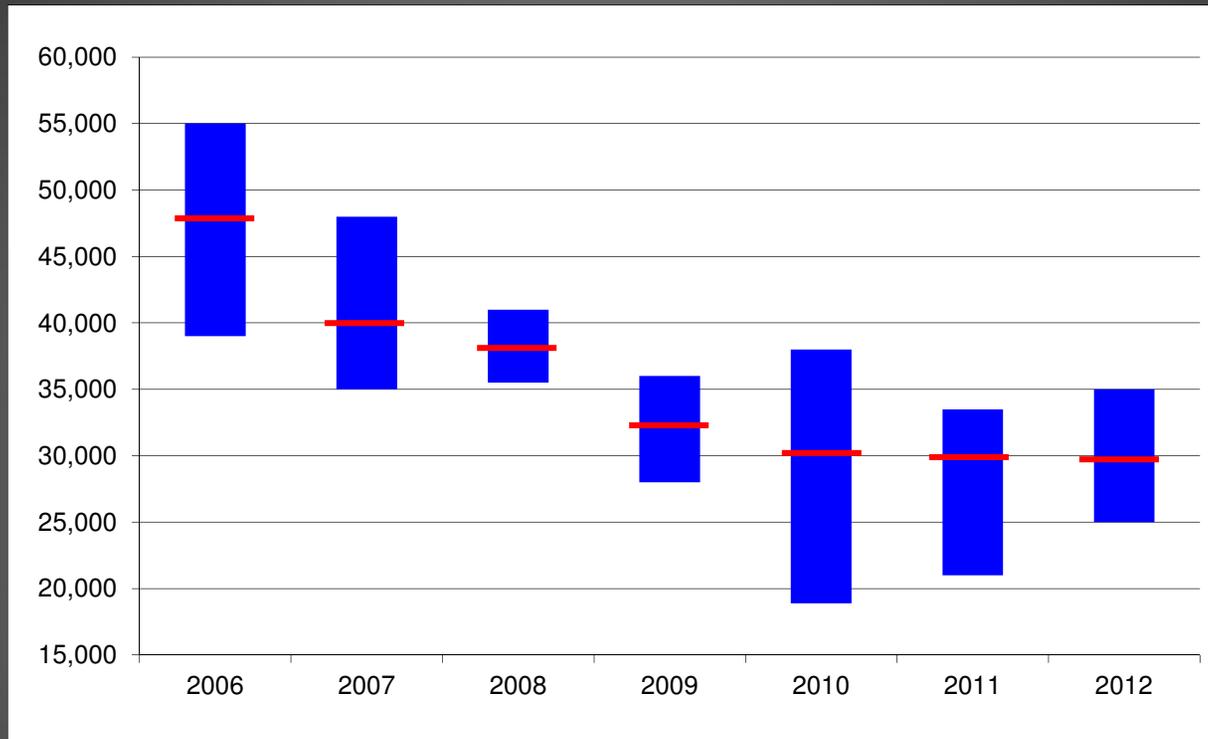
2005 Elise Price Evolution



— Denotes Average Price
 Denotes Price Range
 No. of Responses: 130

2005 Elise Price Summary (USD)				
Purchase Year	Max	Min	Delta	Average
2005	53,000	40,000	13,000	47,263
2006	44,000	36,000	8,000	38,429
2007	45,000	25,000	20,000	34,480
2008	35,000	30,000	5,000	31,833
2009	34,000	22,500	11,500	28,927
2010	32,000	16,000	16,000	26,661
2011	31,500	23,000	8,500	27,515
2012	31,000	16,000	15,000	26,771

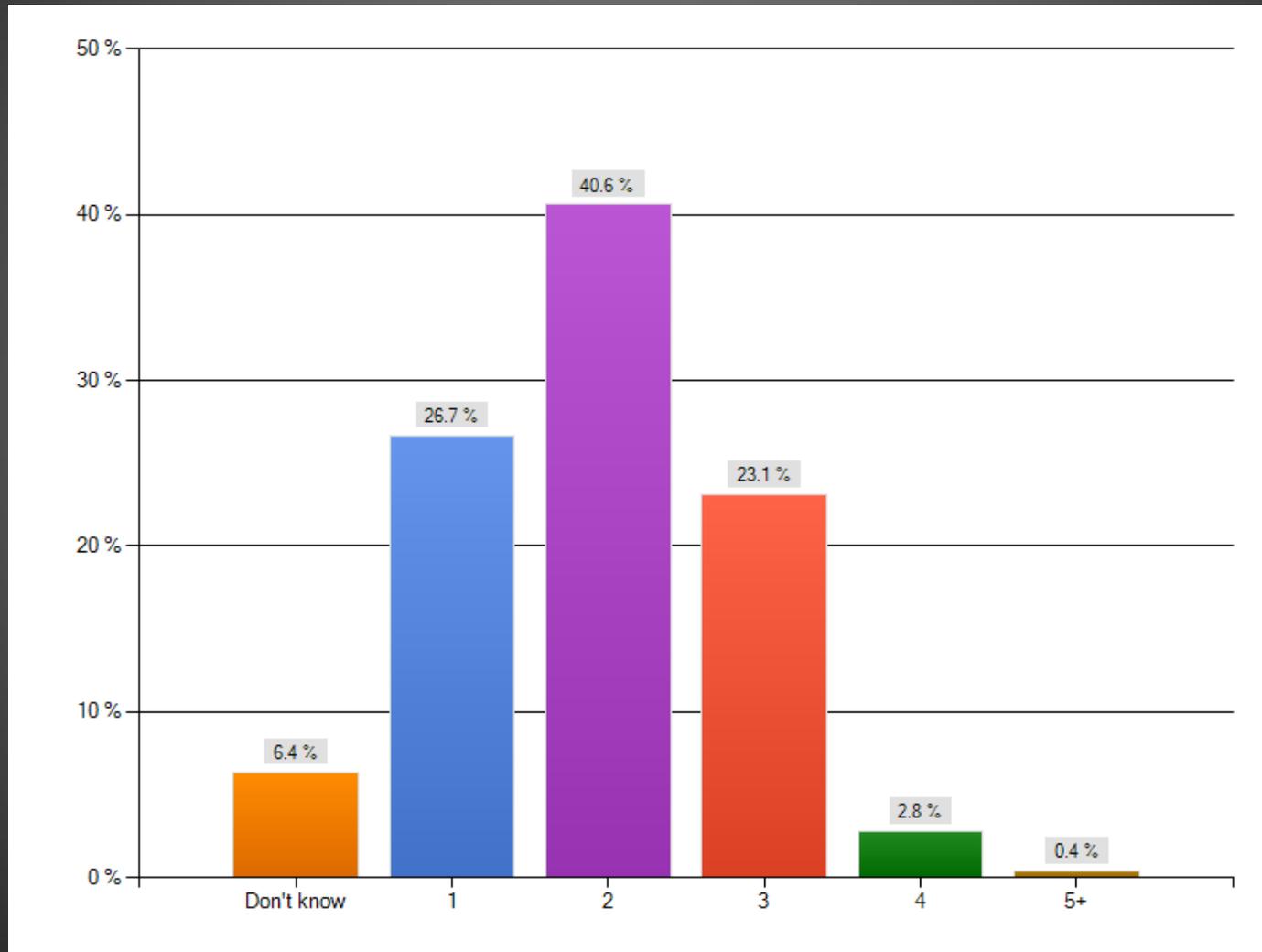
2006 Elise Price Evolution



— Denotes Average Price ■ Denotes Price Range No. of Responses: 64

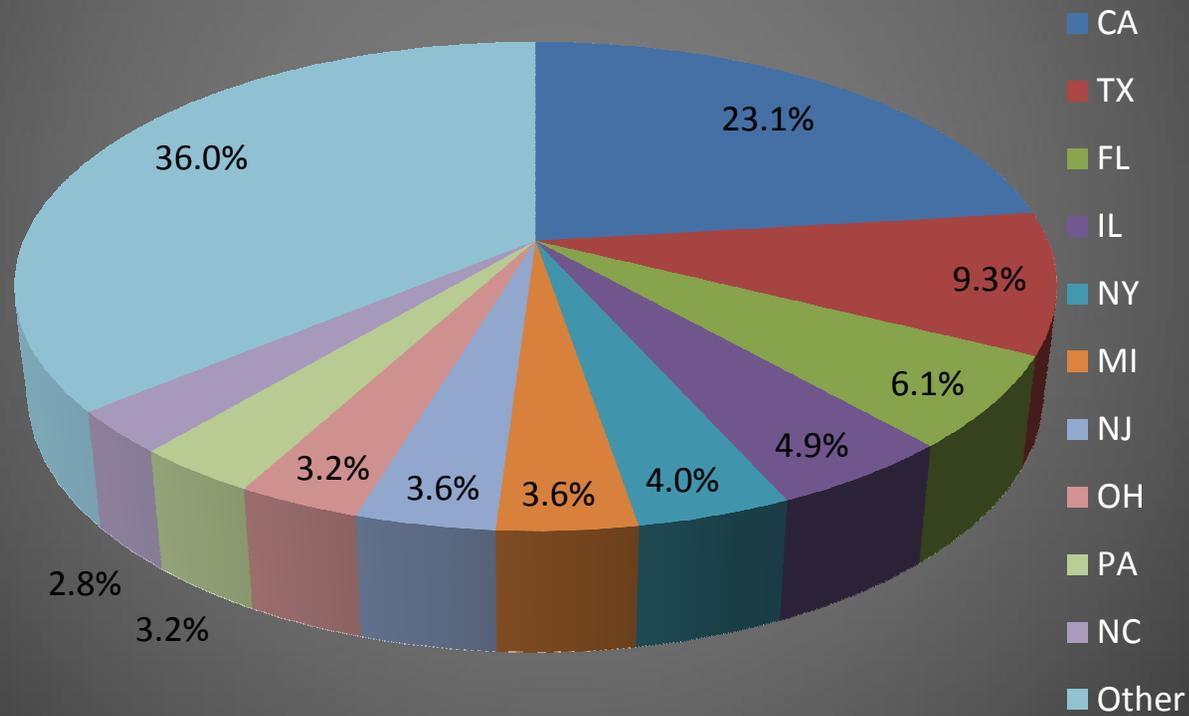
2006 Elise Price Summary (USD)				
Purchase Year	Max	Min	Delta	Average
2006	55,000	39,000	16,000	47,800
2007	48,000	35,000	13,000	39,958
2008	41,000	35,500	5,500	37,625
2009	36,000	28,000	8,000	32,357
2010	38,000	18,900	19,100	30,158
2011	33,500	21,000	12,500	29,909
2012	35,000	25,000	10,000	29,738

If Known, What Number Owner Are You?



No. of Responses: 252

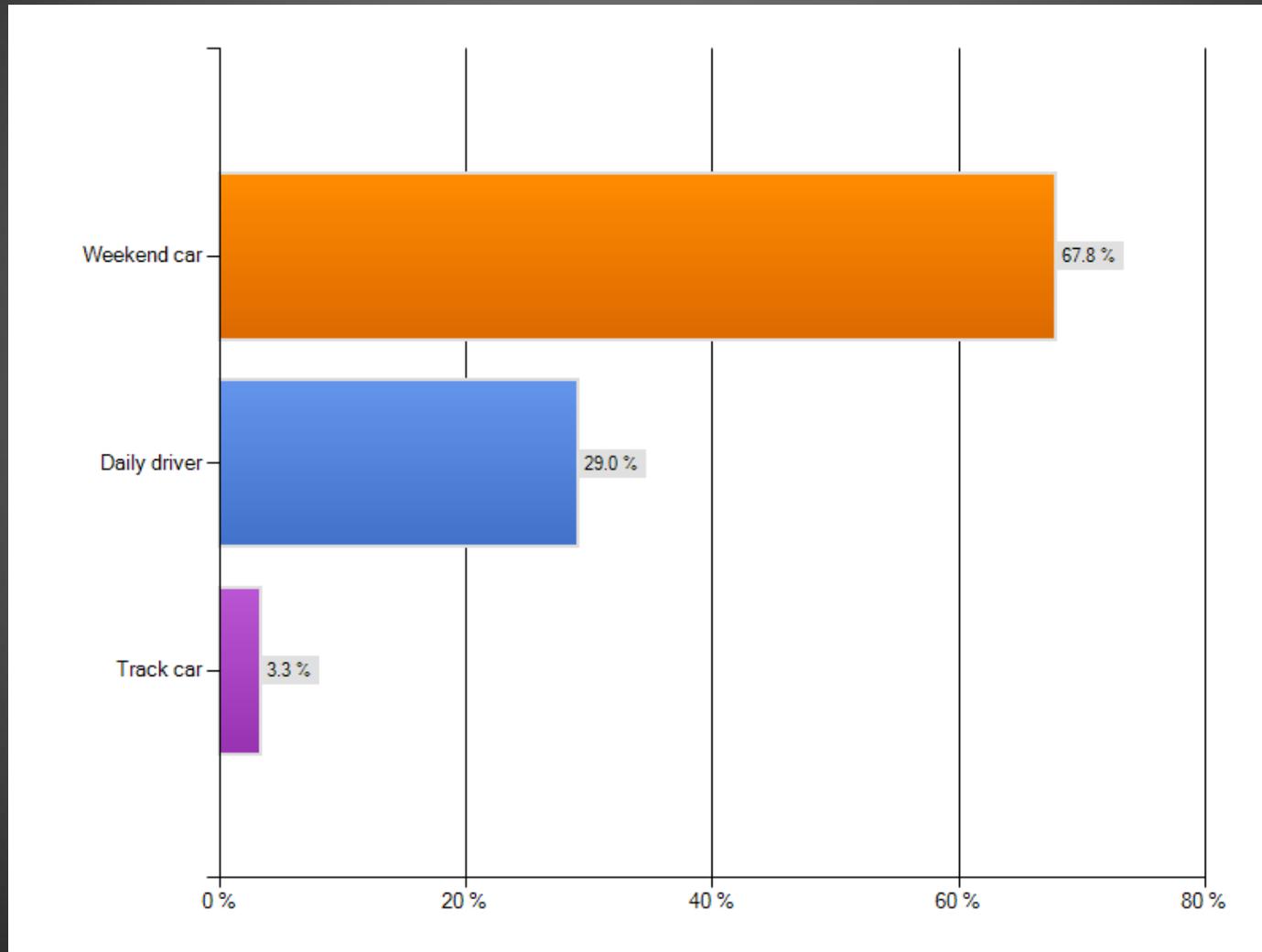
Where is Your Elise Located?



No. of Responses: 248

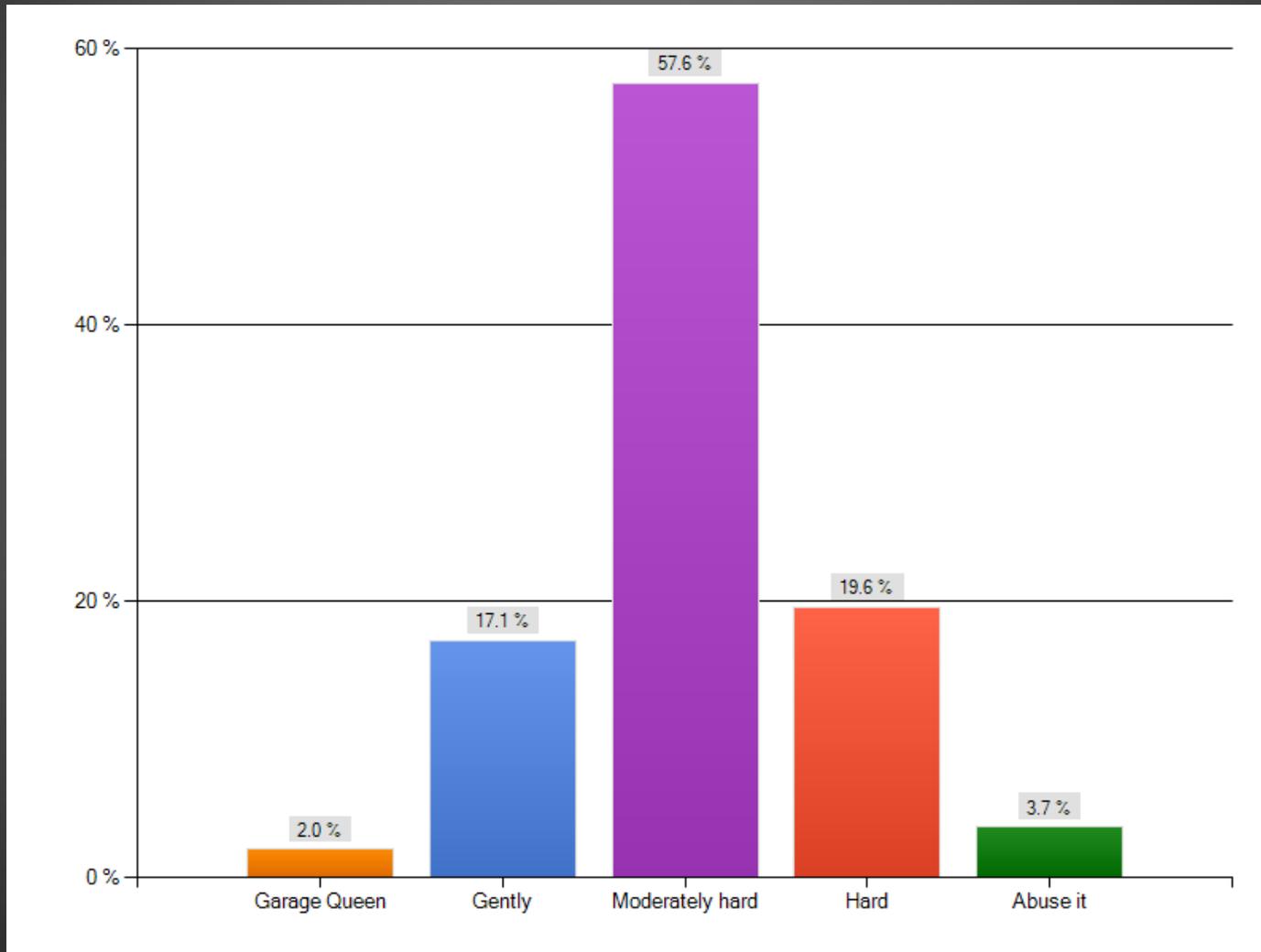
Usage of Your Elise

What is the Primary Use of Your Elise?



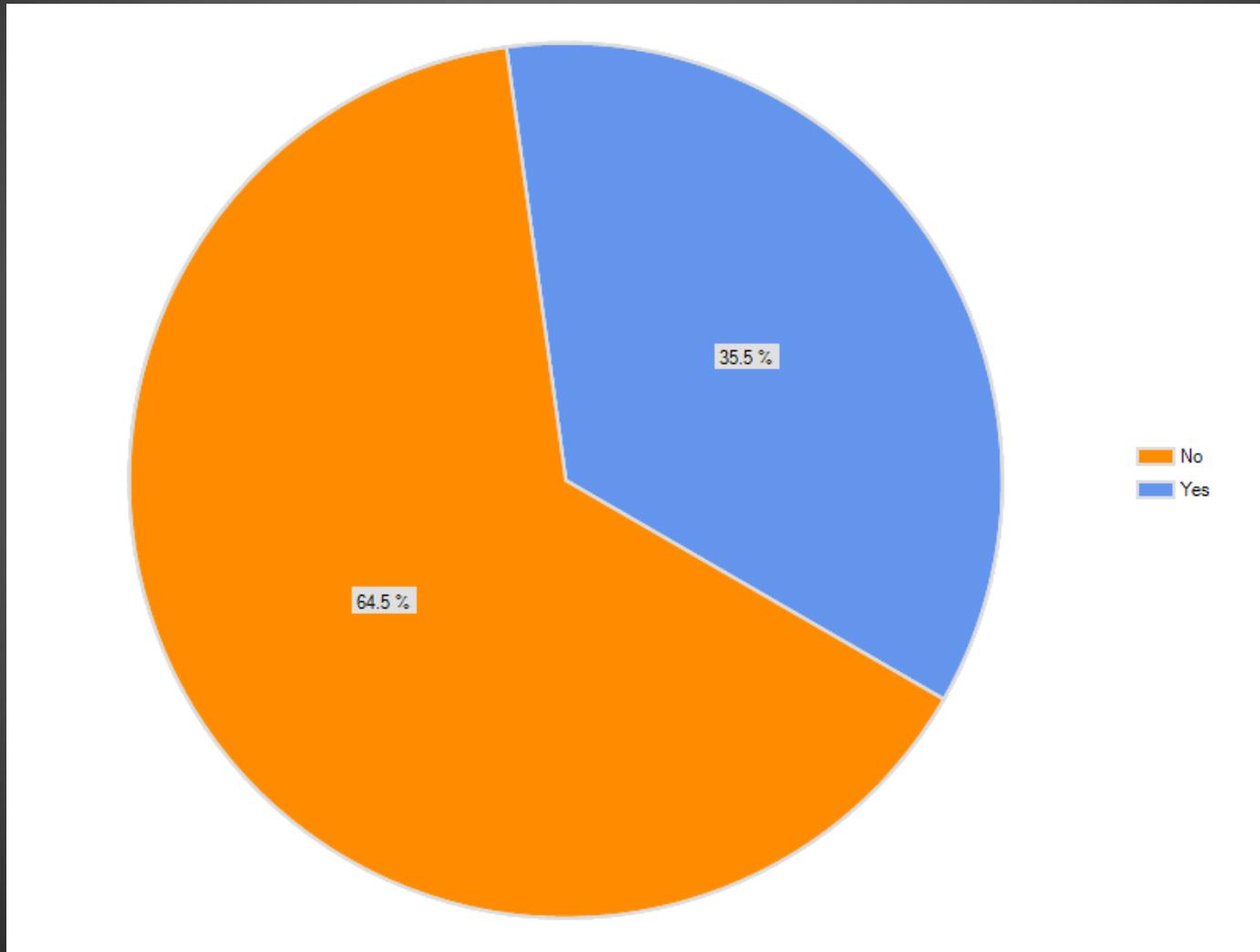
No. of Responses: 246

How Hard Do You Drive Your Elise?



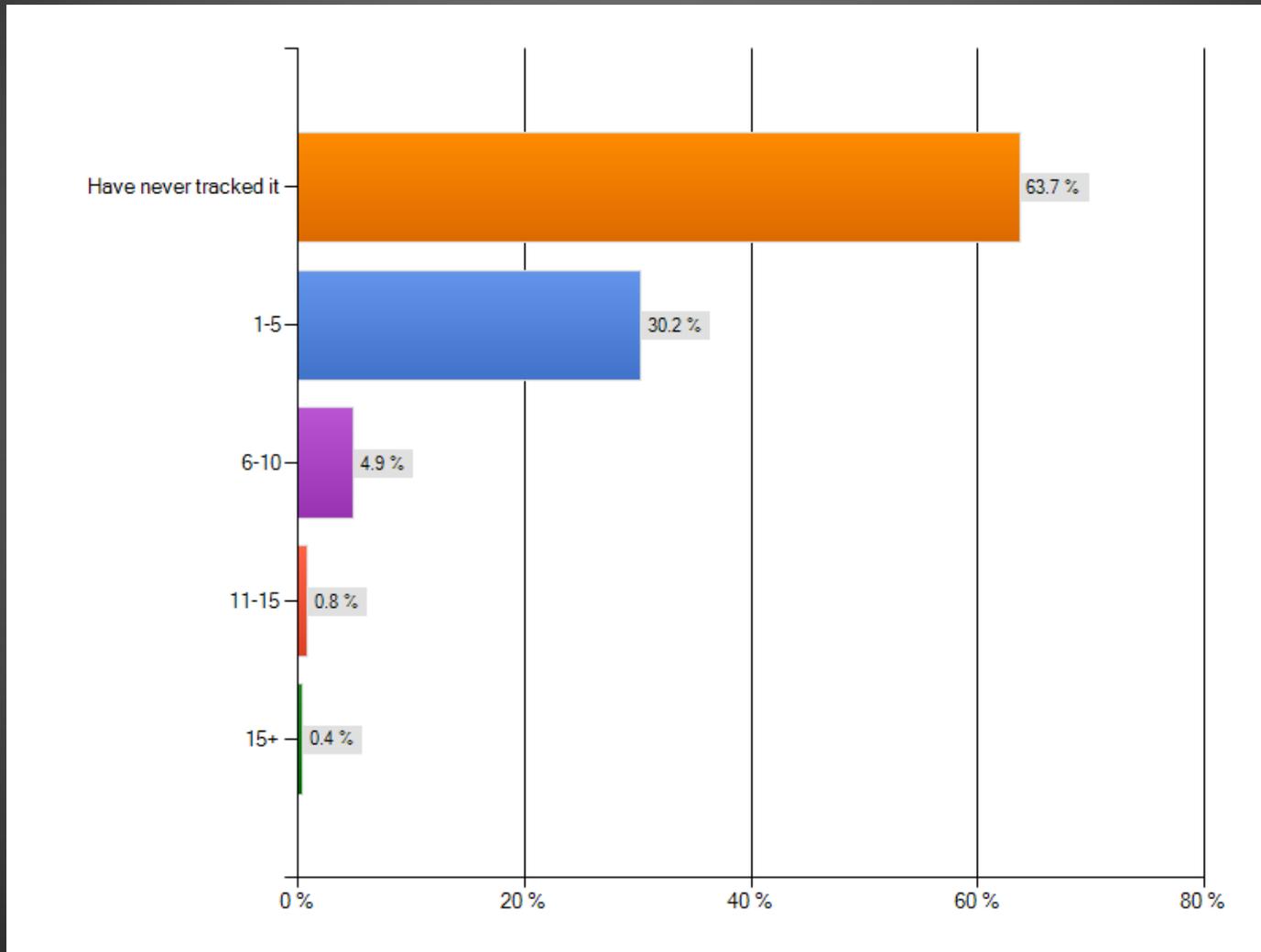
No. of Responses: 246

Have You Ever Tracked Your Elise?



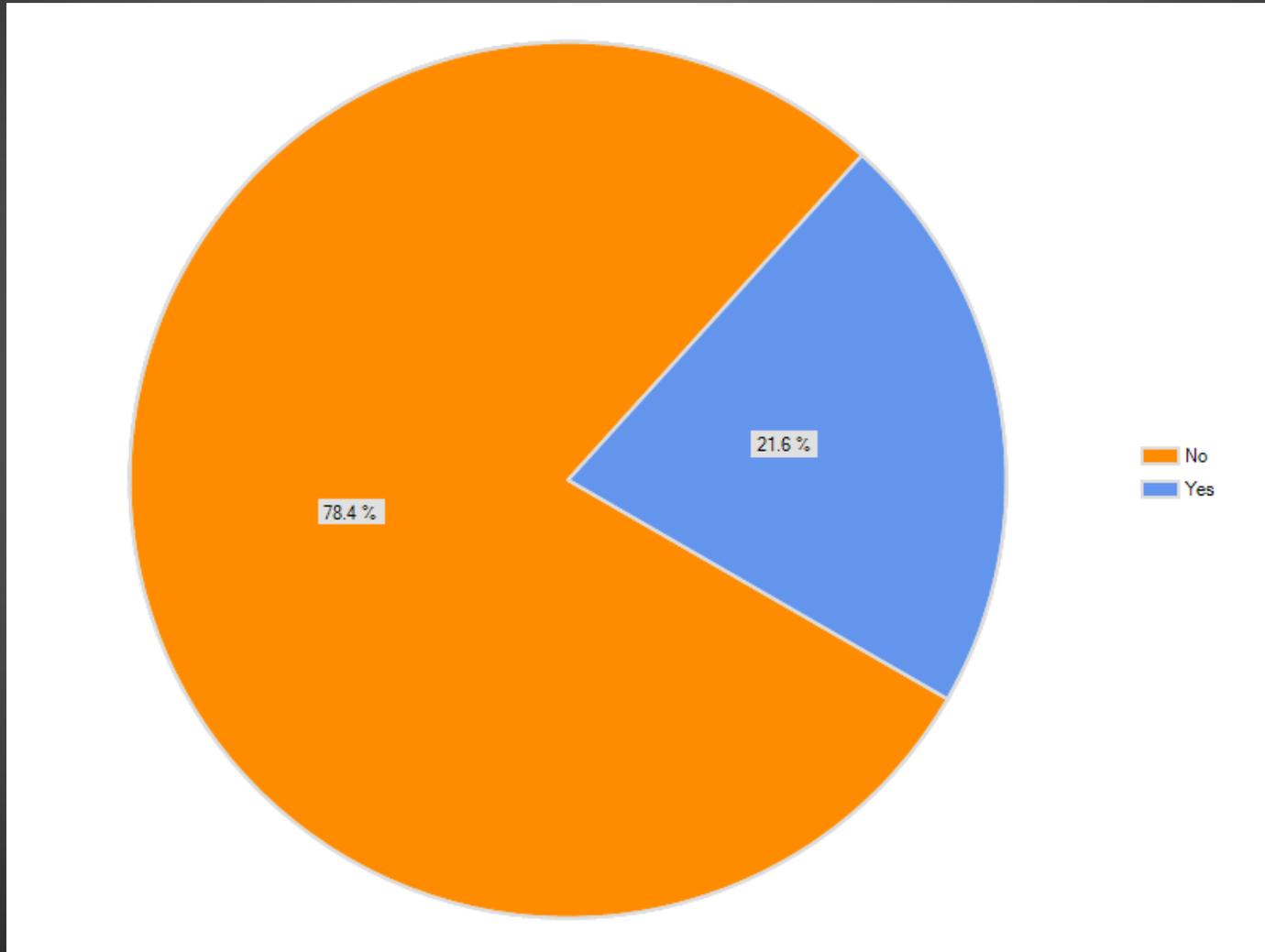
No. of Responses: 246

How Many Times a Year Do You Typically Track Your Elise?



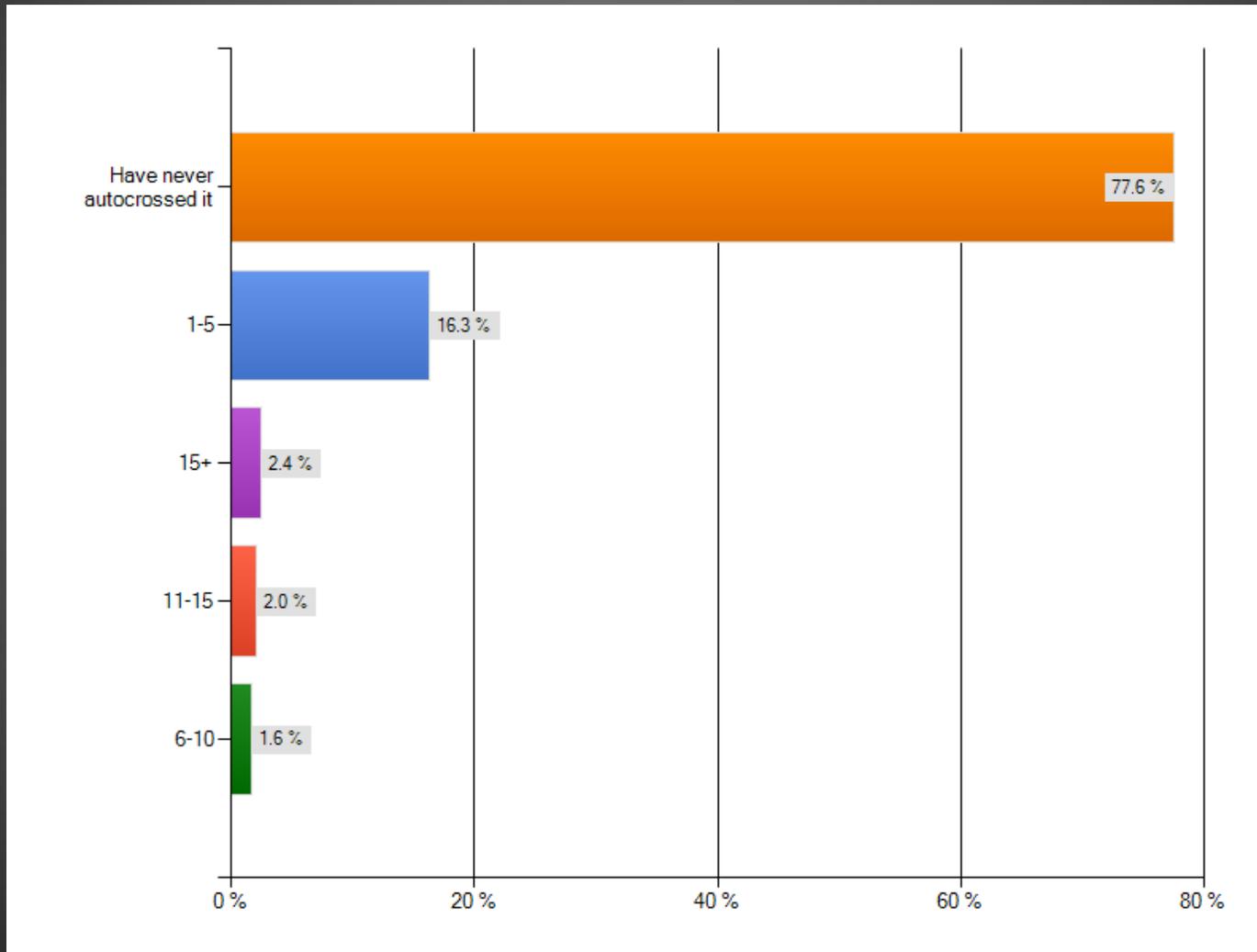
No. of Responses: 246

Have You Ever Autocrossed Your Elise?



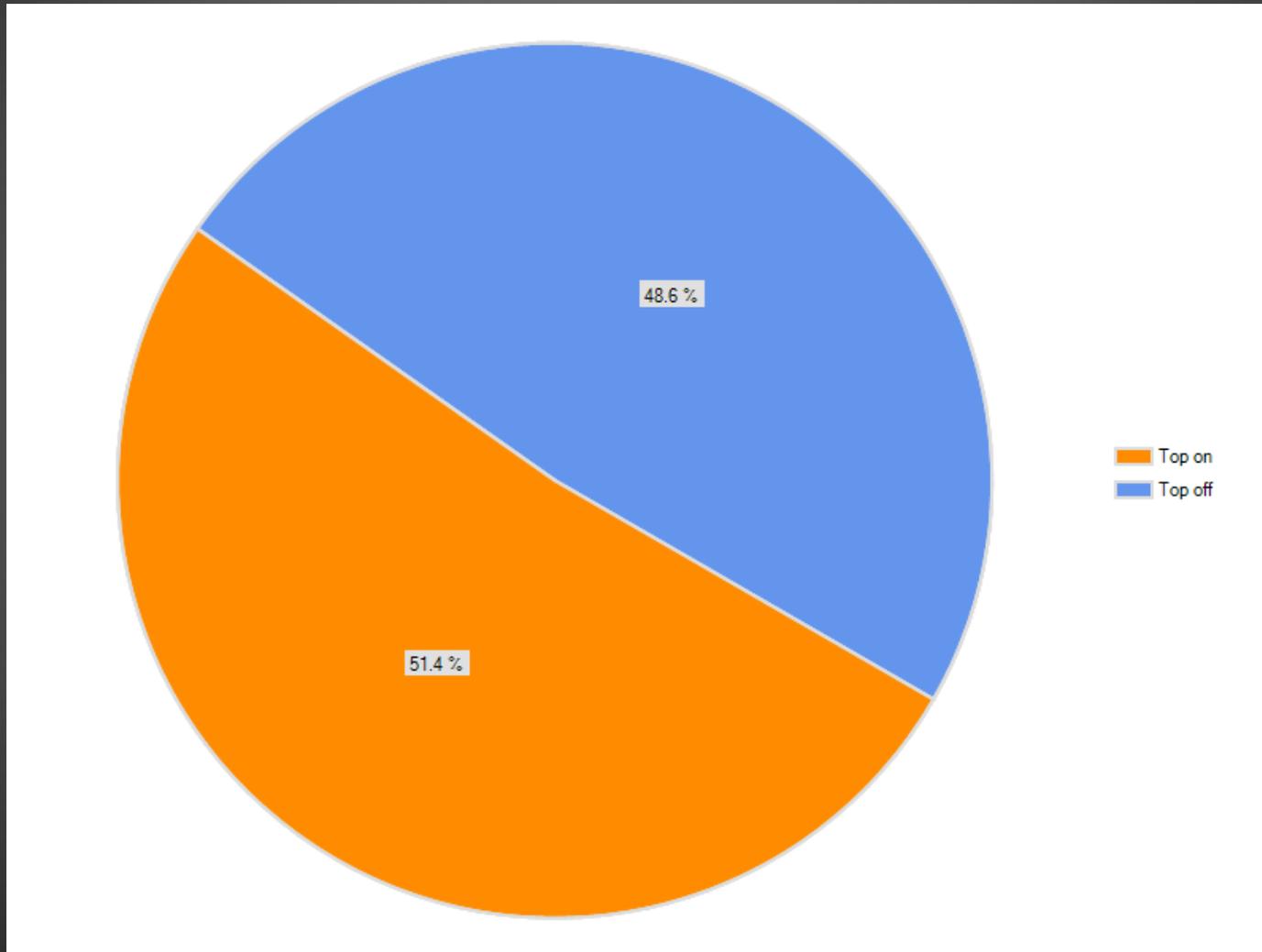
No. of Responses: 246

How Many Times a Year Do You Typically Autocross Your Elise?



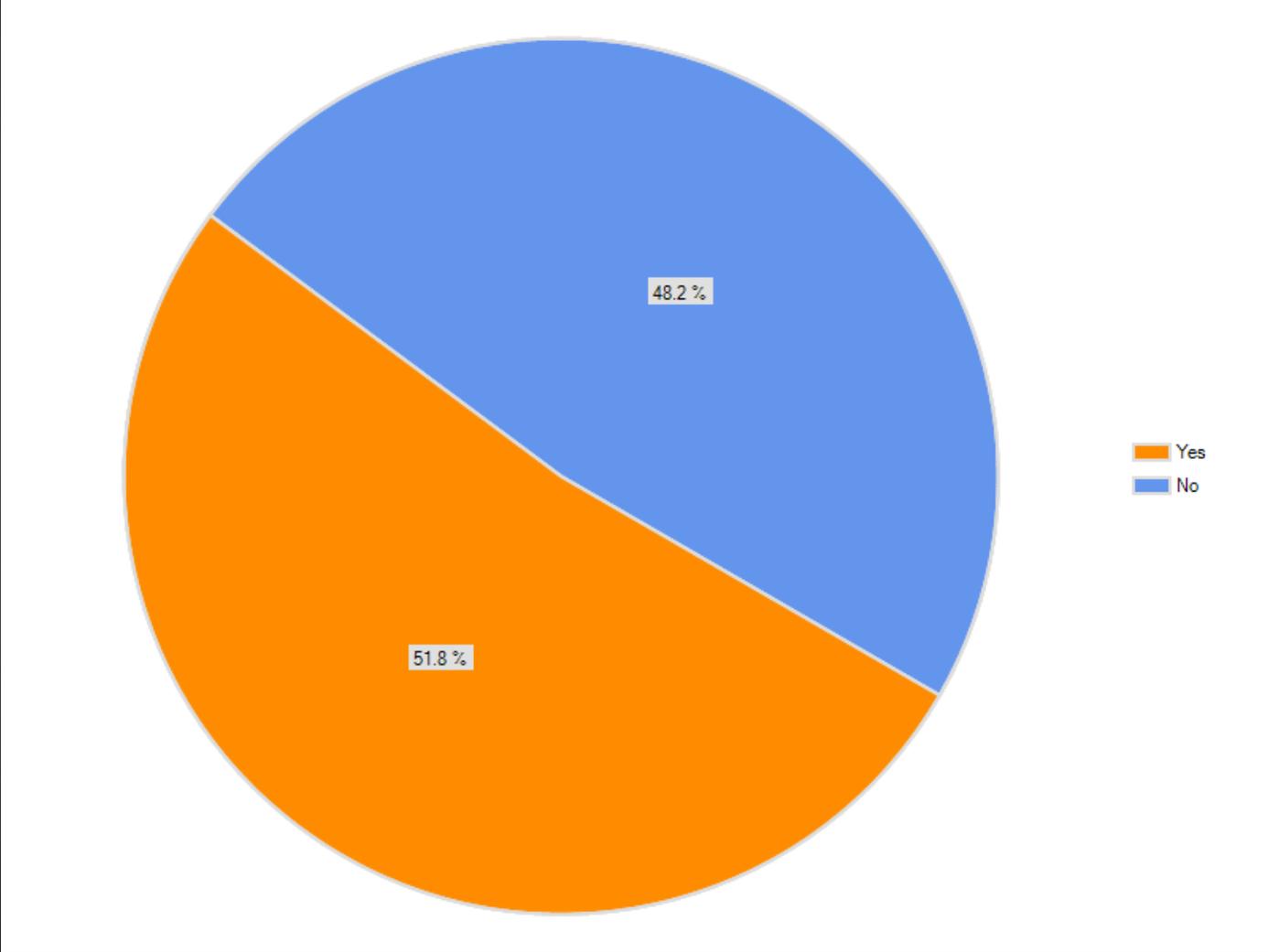
No. of Responses: 246

Do You Drive With the Top on or Off?



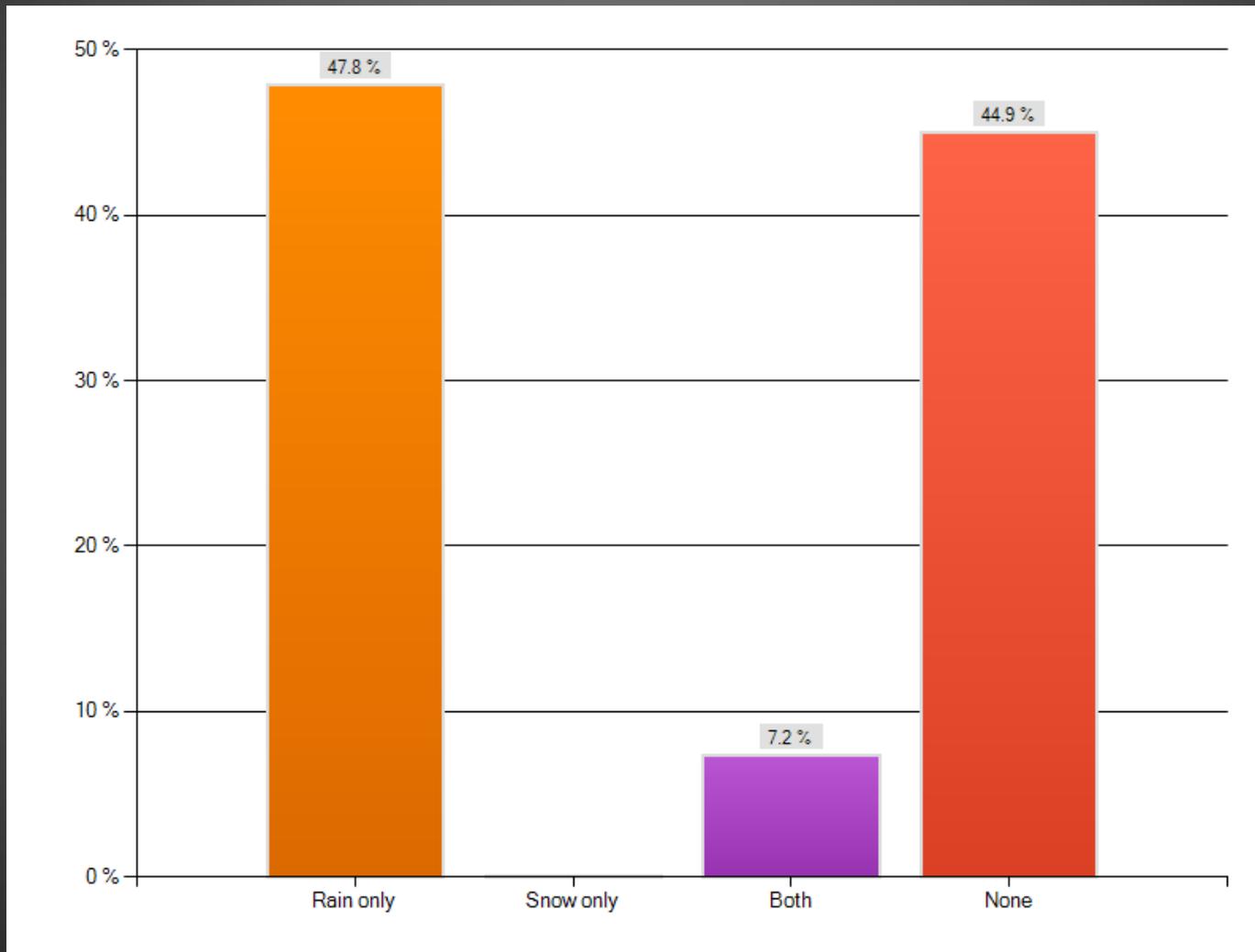
No. of Responses: 246

Do You Use It Regularly During Winter?



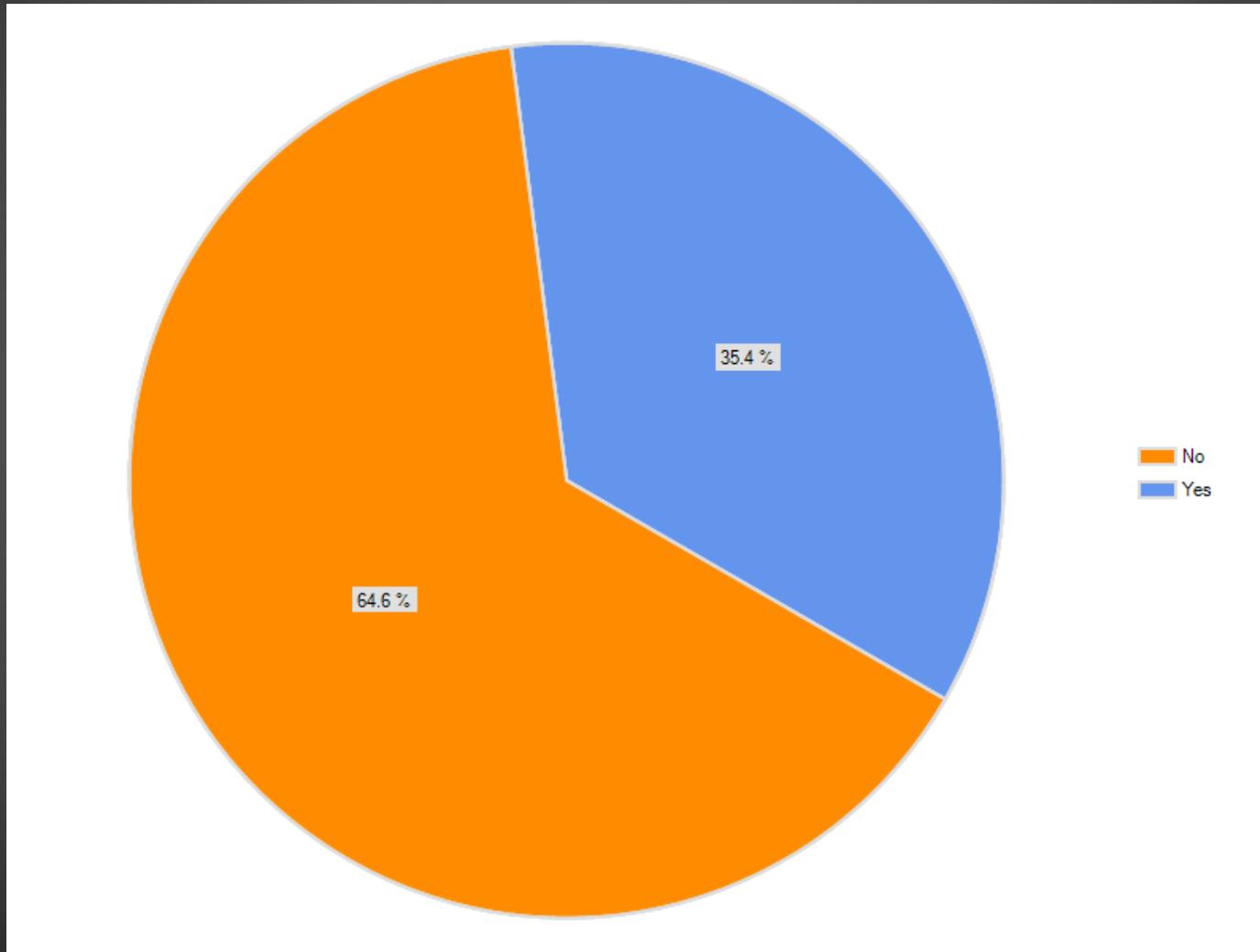
No. of Responses: 246

Do You Drive It In the Rain or Snow?



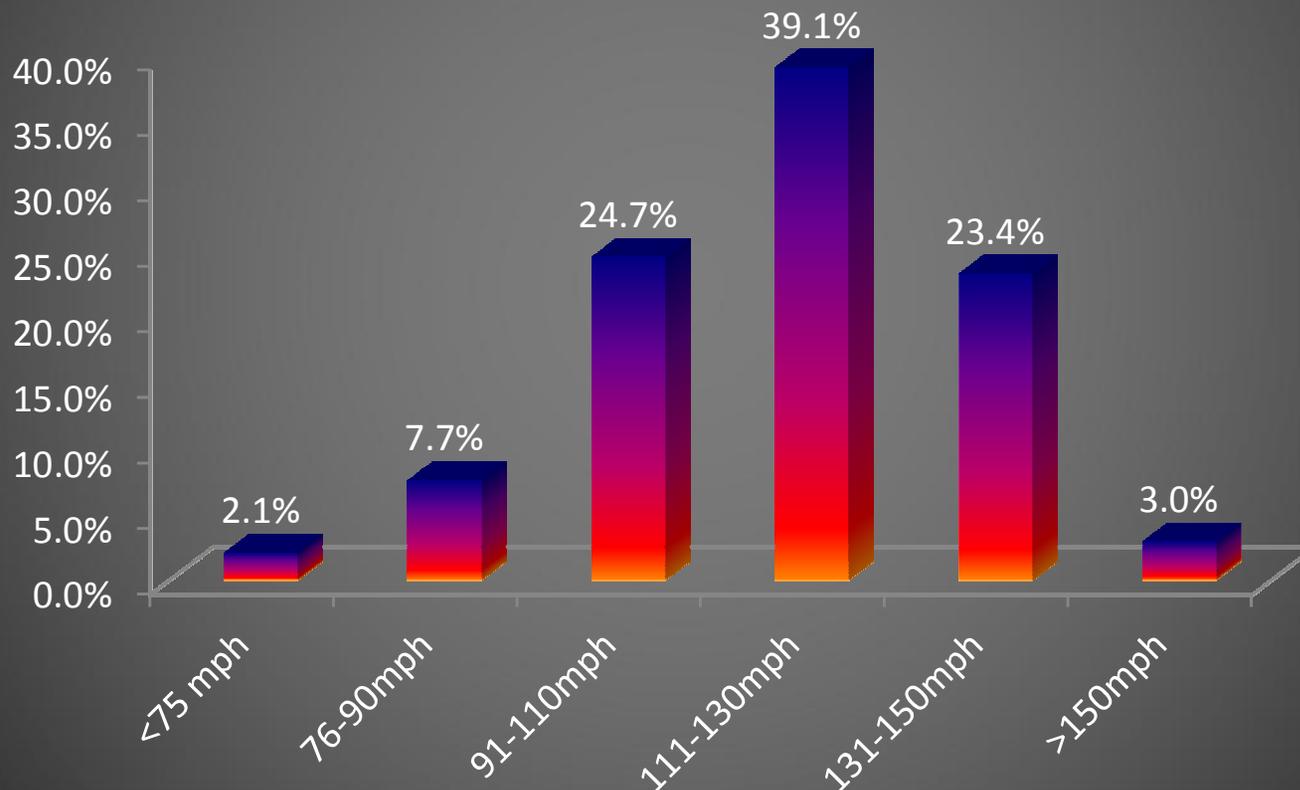
No. of Responses: 139

Have You Ever Experienced Significant Oversteer and/or Spun Your Elise??



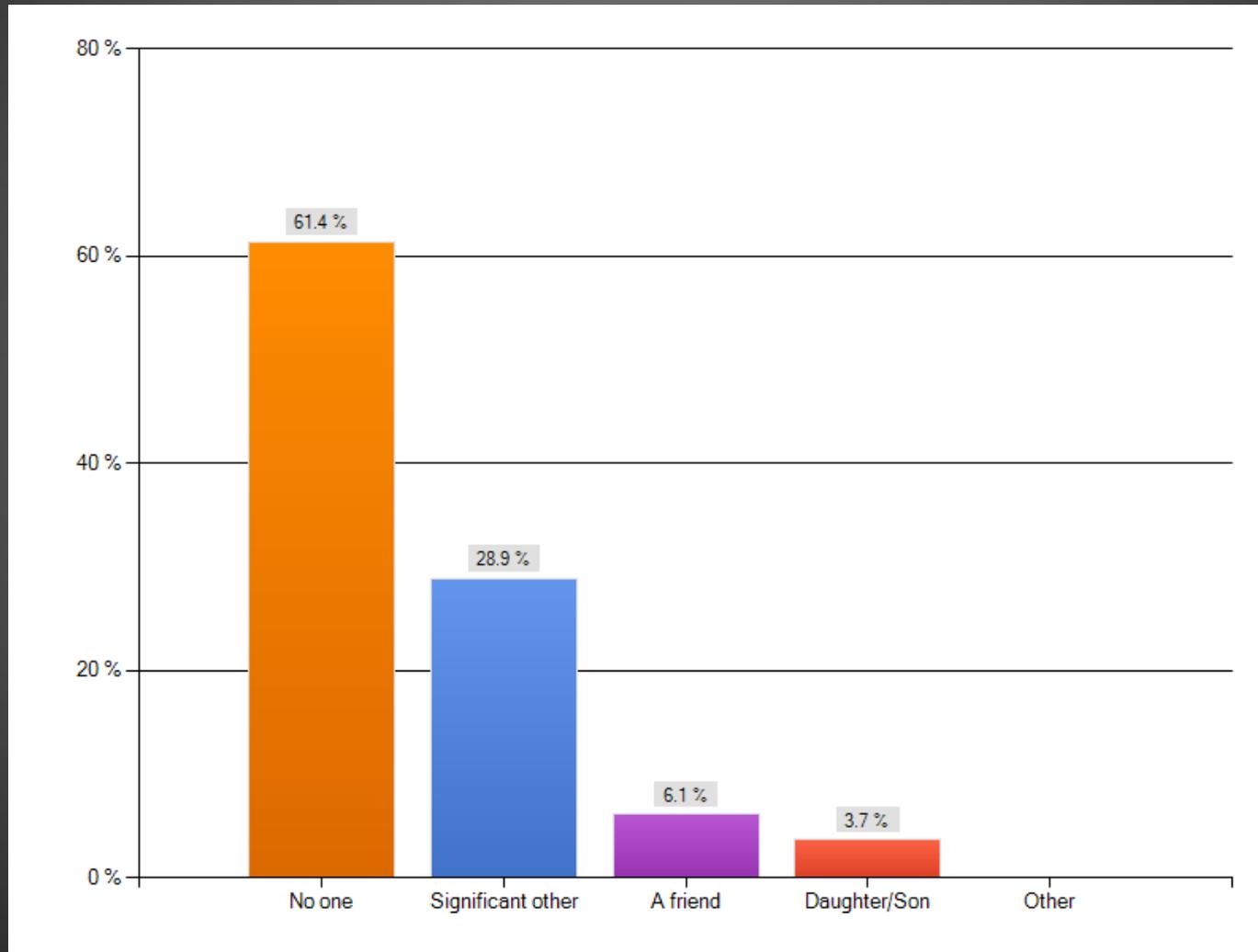
No. of Responses: 246

Maximum Speed Reached?



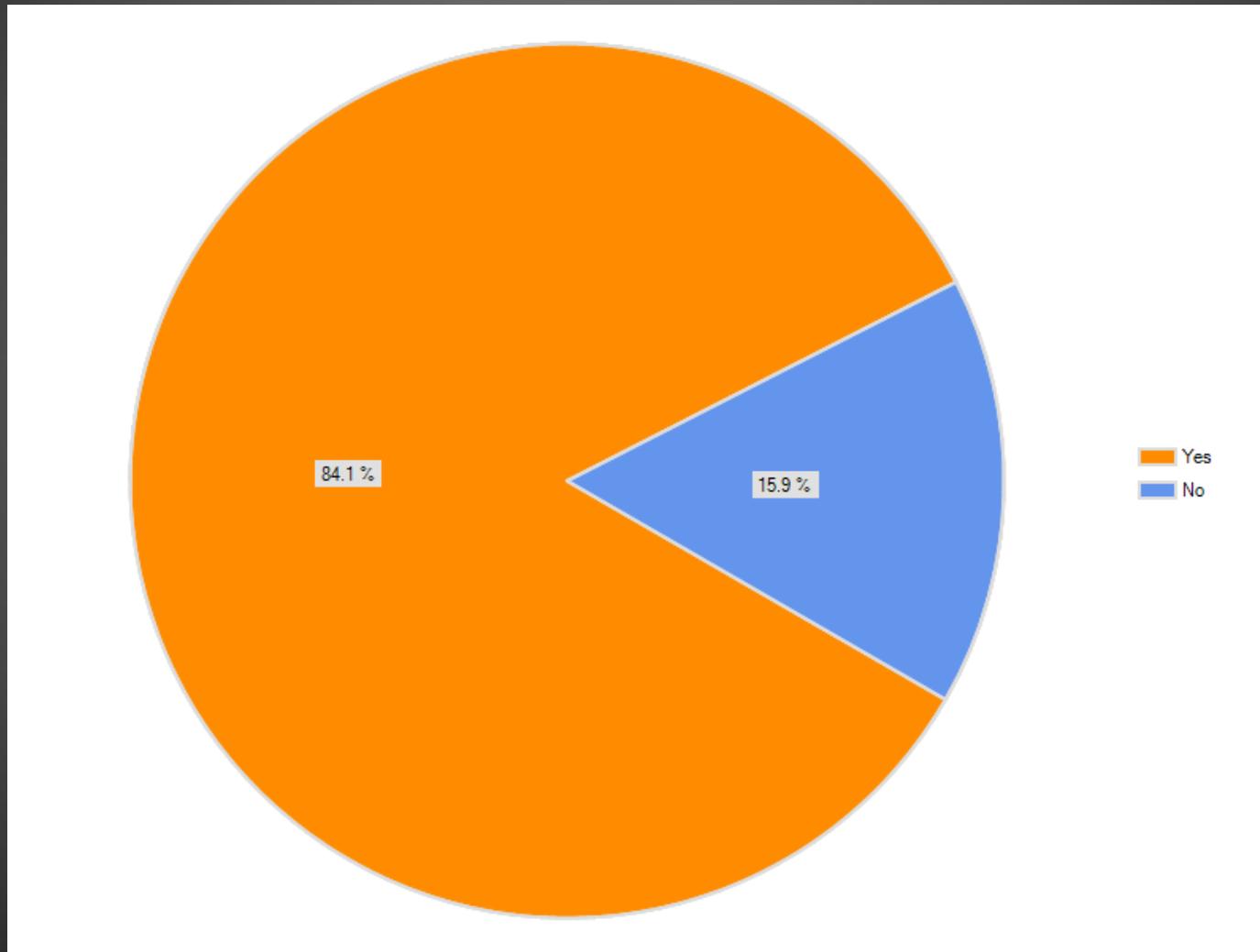
No. of Responses: 235

Who Typically Accompanies You When You Drive Your Elise?



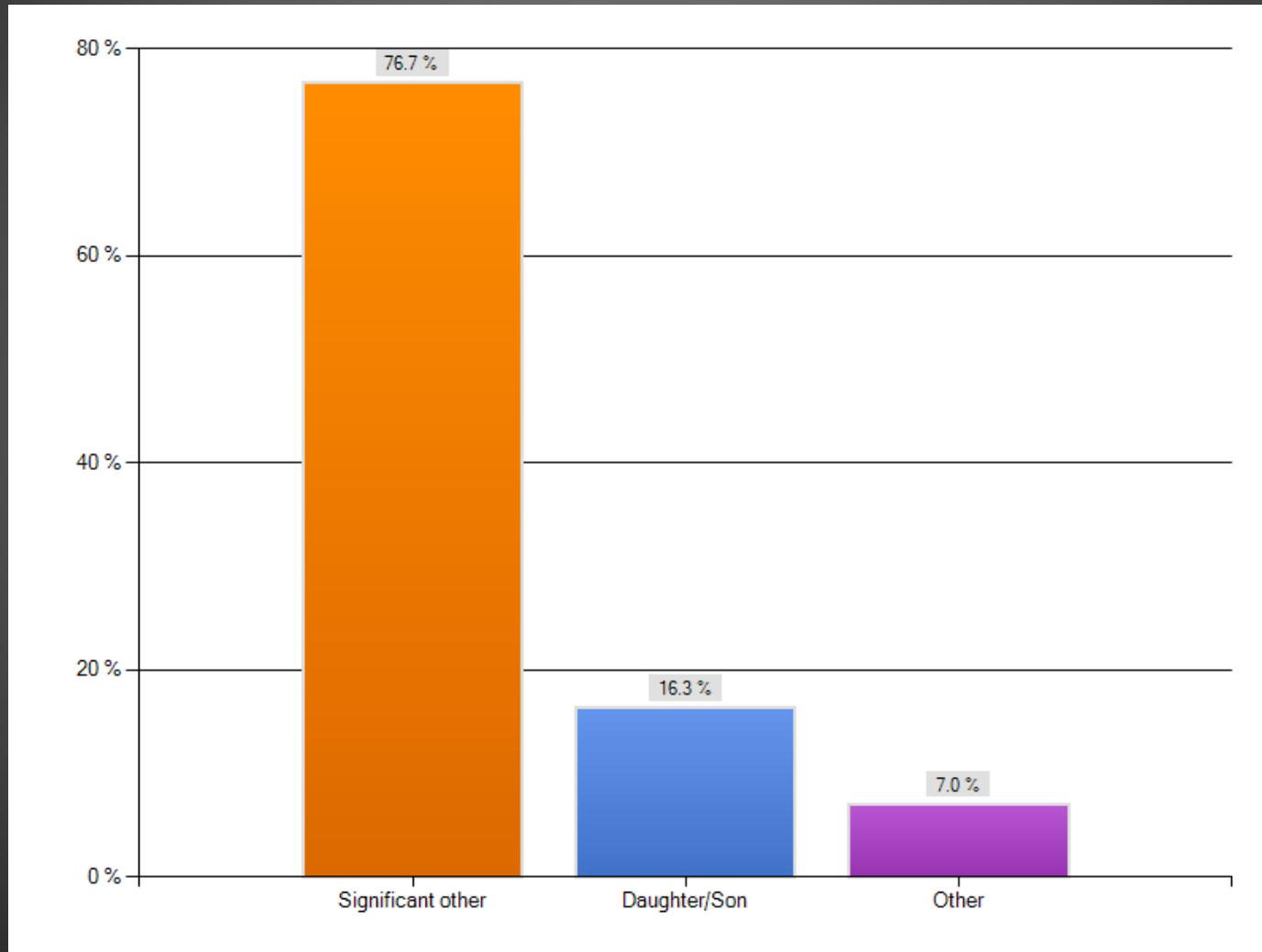
No. of Responses: 246

Are You The Sole Driver Of The Elise In Your Household?



No. of Responses: 246

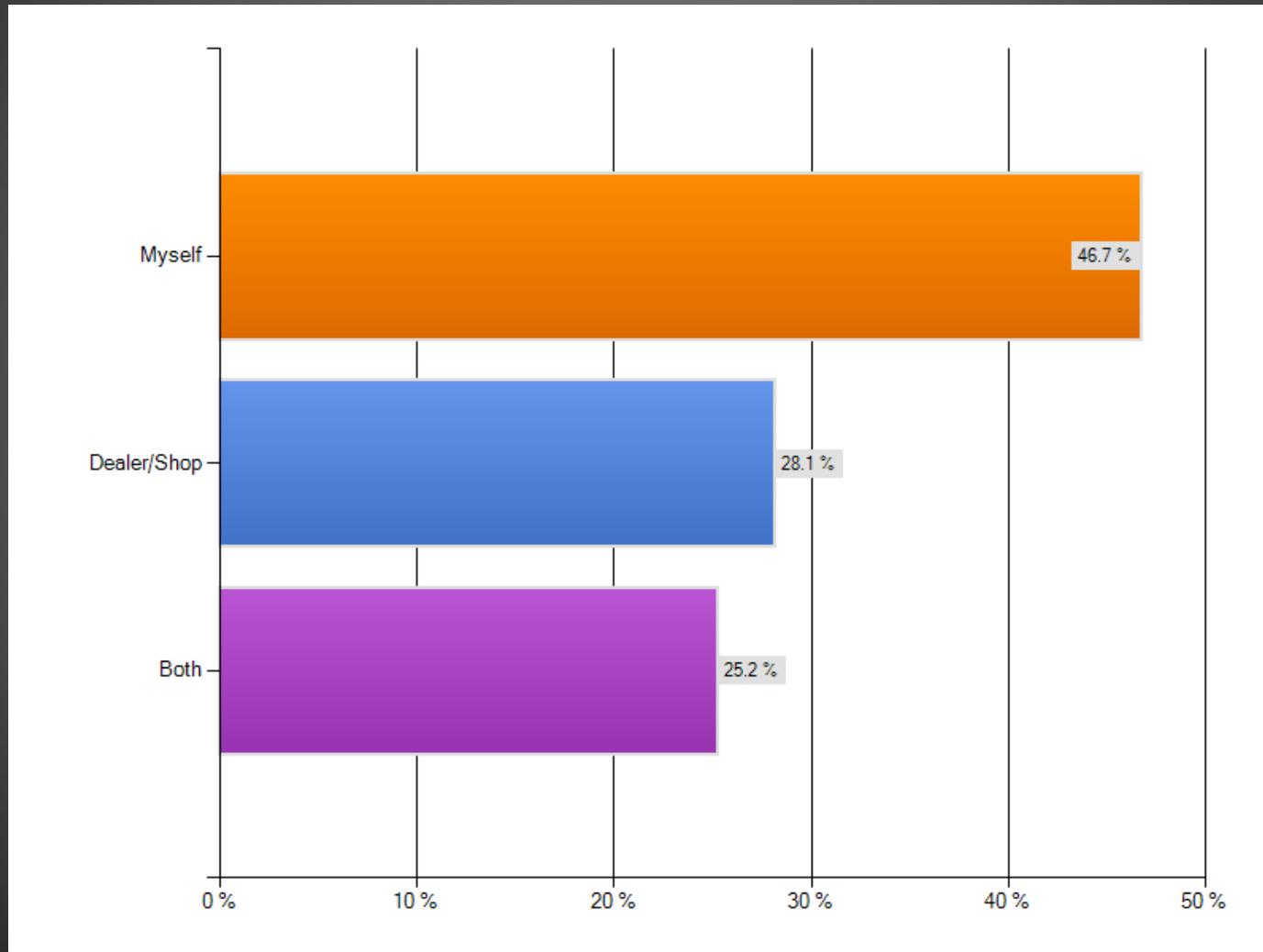
Who Else In Your Household Drives The Elise?



No. of Responses: 43

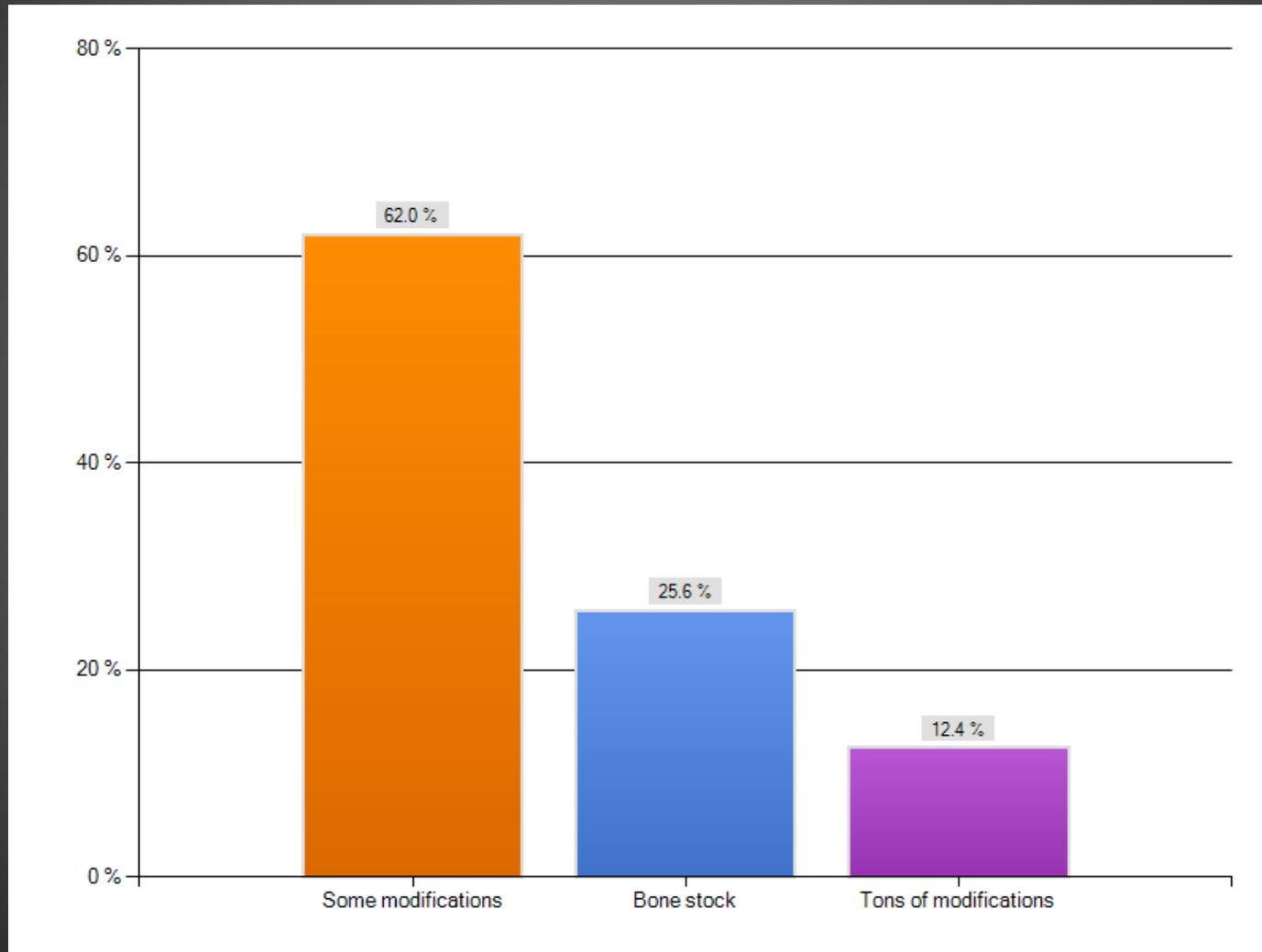
Service, Failures and Modifications

Who Typically Services The Car (regular maintenance)?



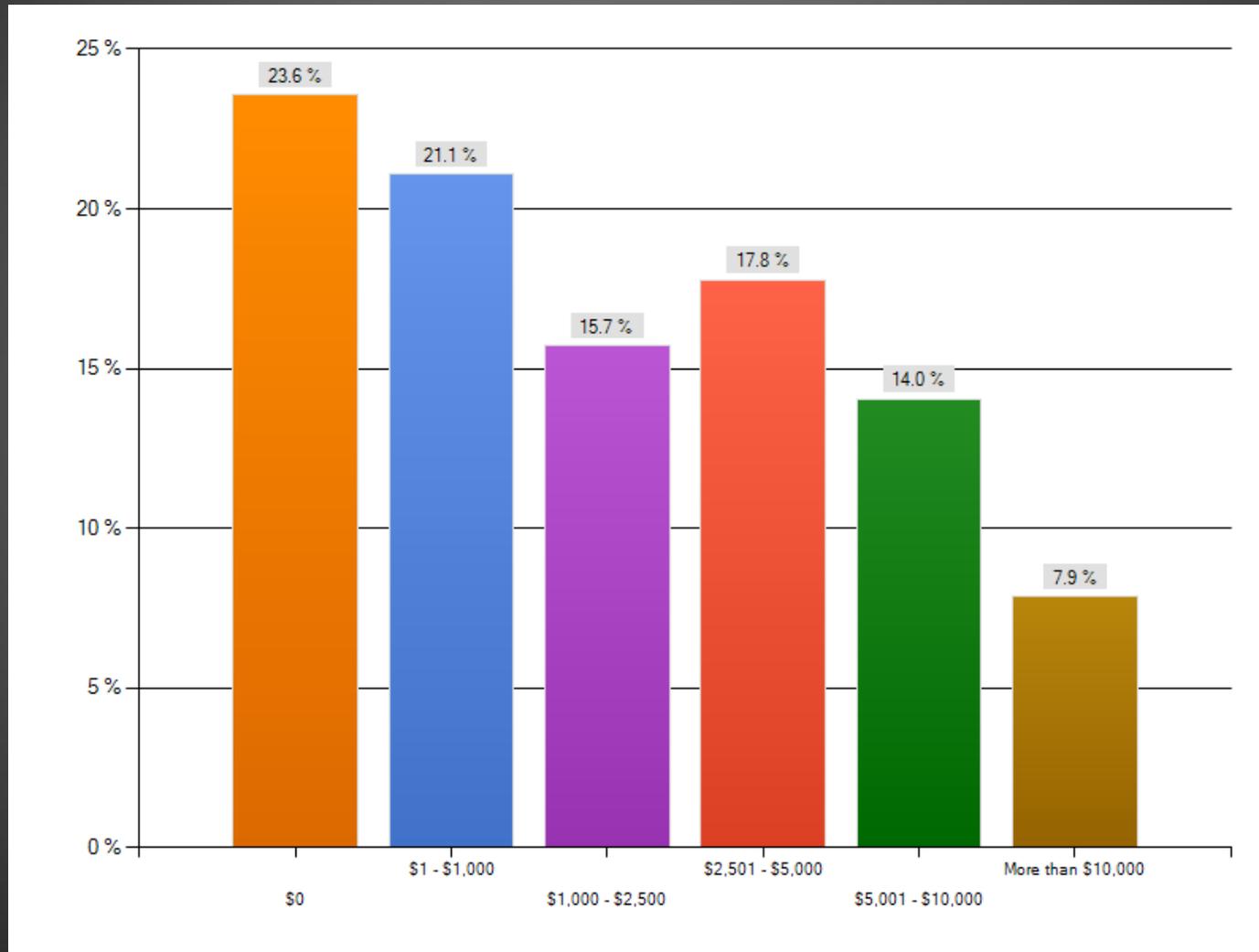
No. of Responses: 242

How Modified Is Your Car?



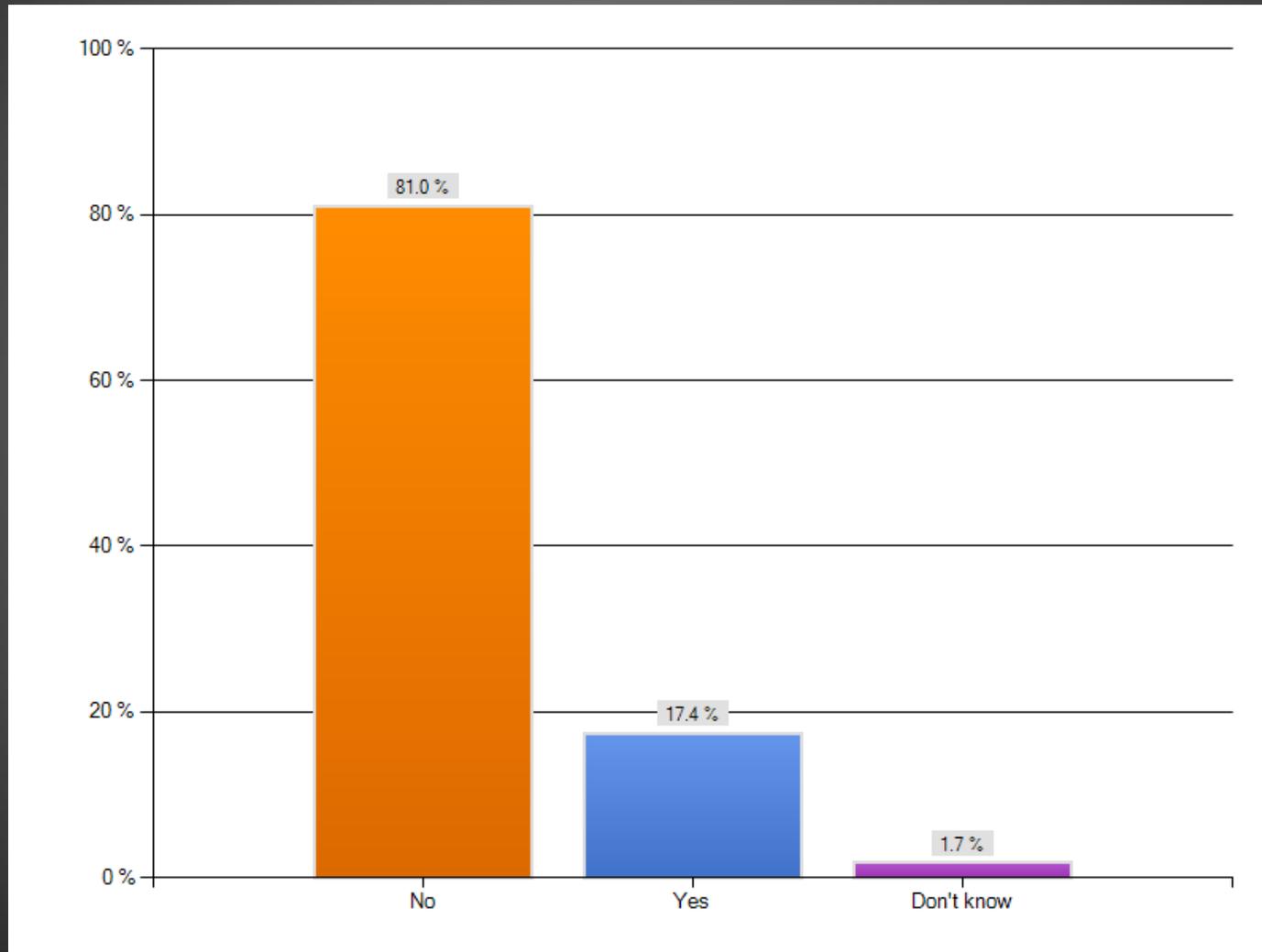
No. of Responses: 242

How Much Money Have You Spent On Modifications?



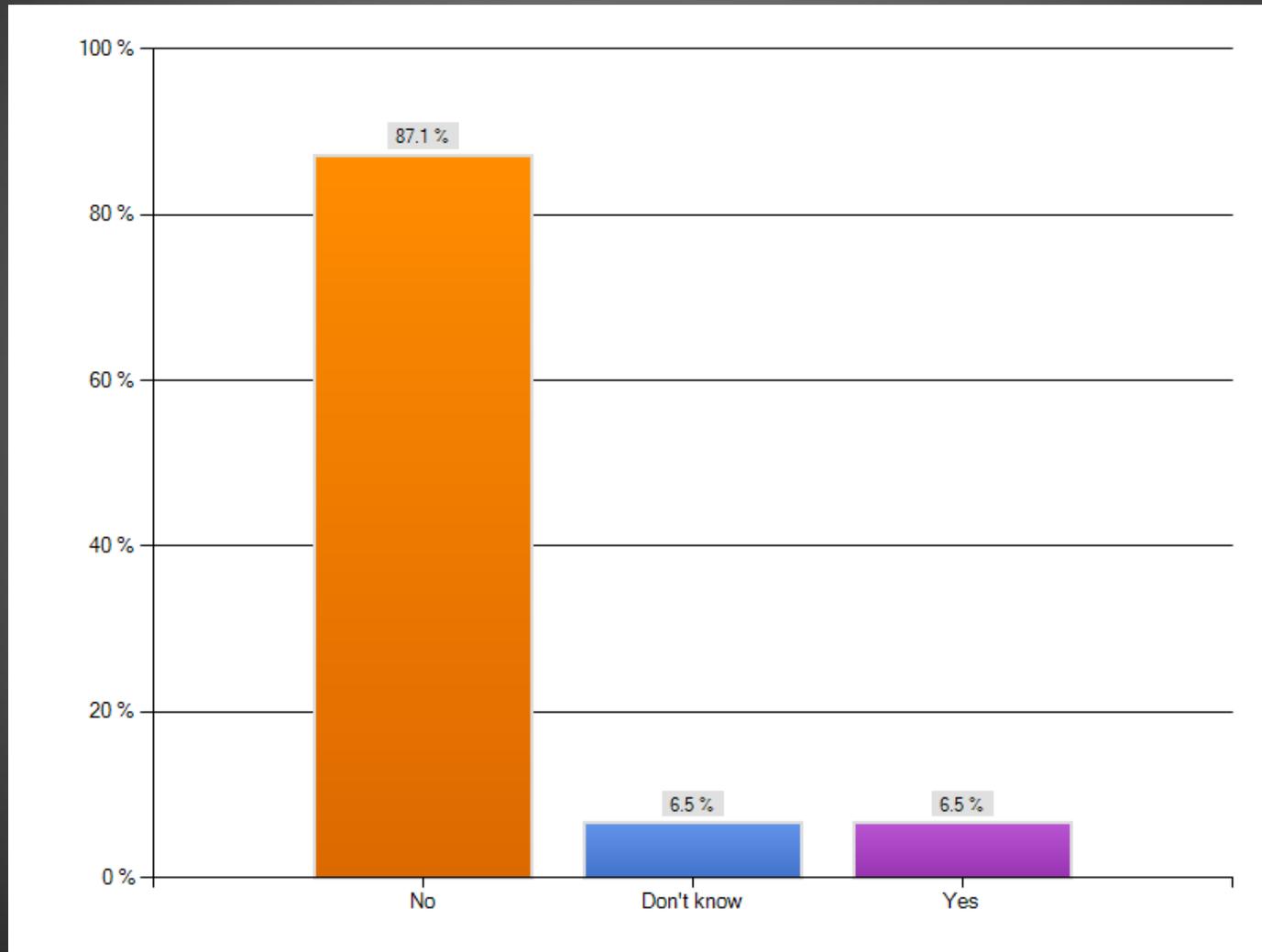
No. of Responses: 242

Was Your Elise Originally N/A and You/Previous Owner Supercharged It?



No. of Responses: 242

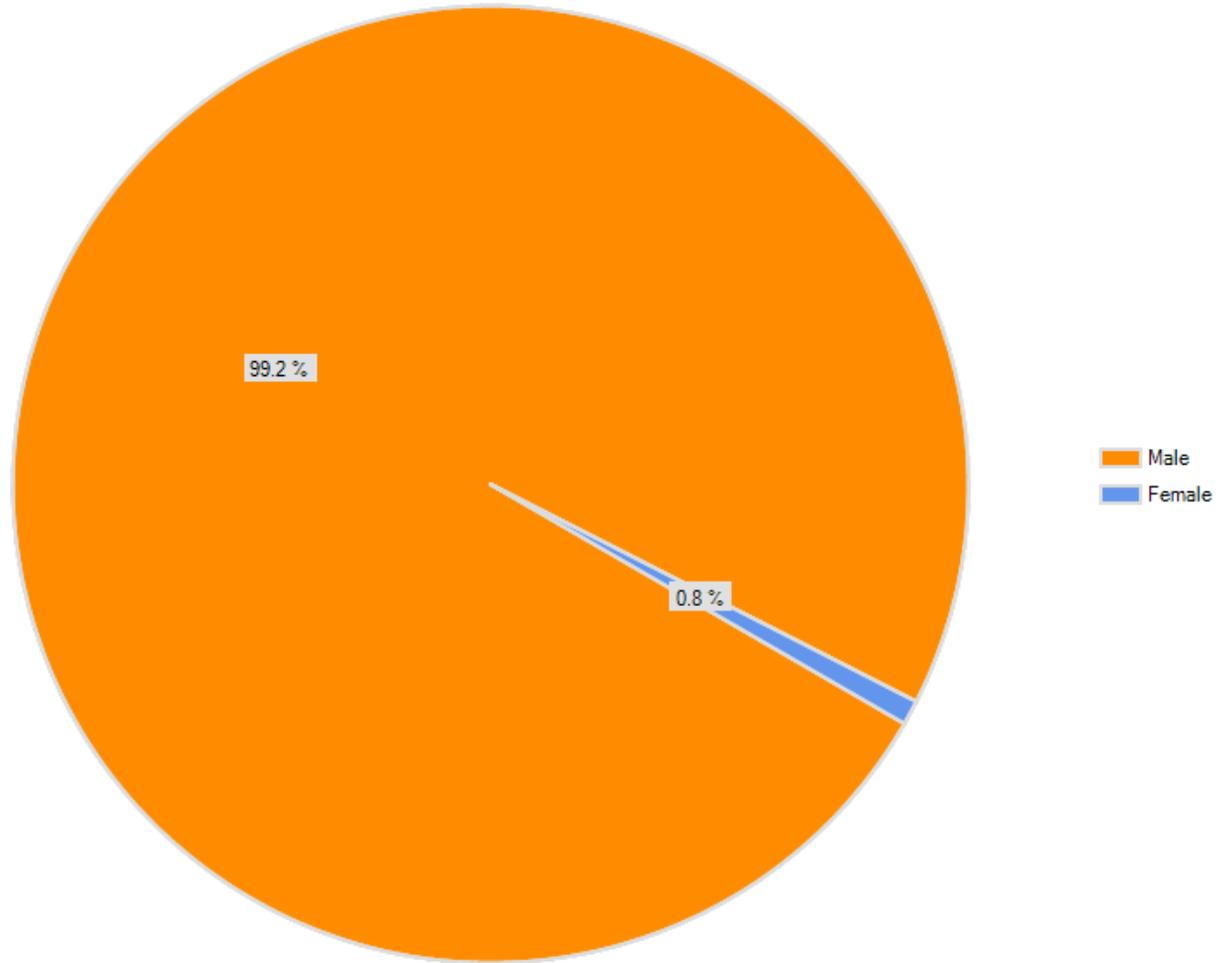
Has Your Elise Ever Had An Oil Line Failure?



No. of Responses: 186

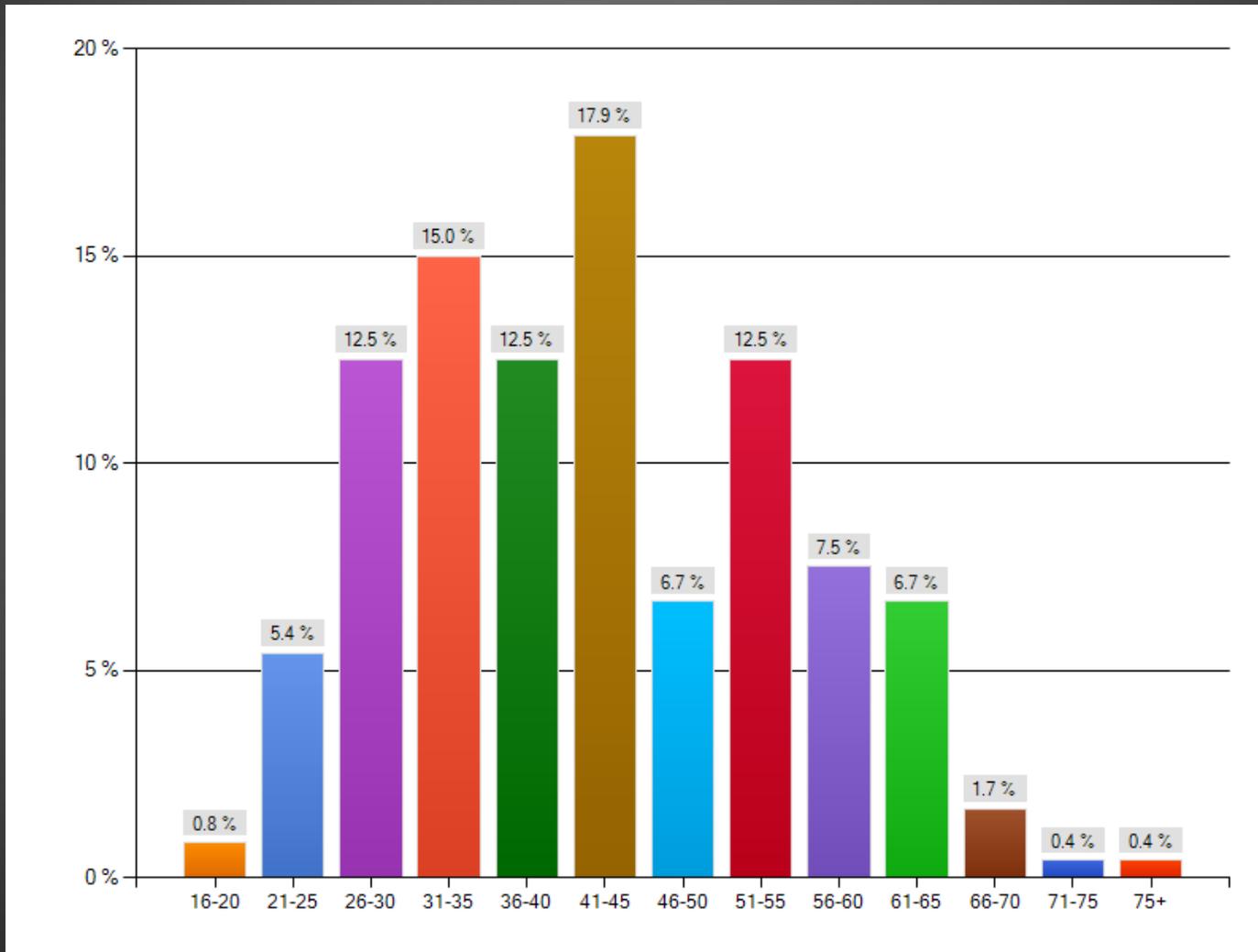
About Elise Drivers

Gender



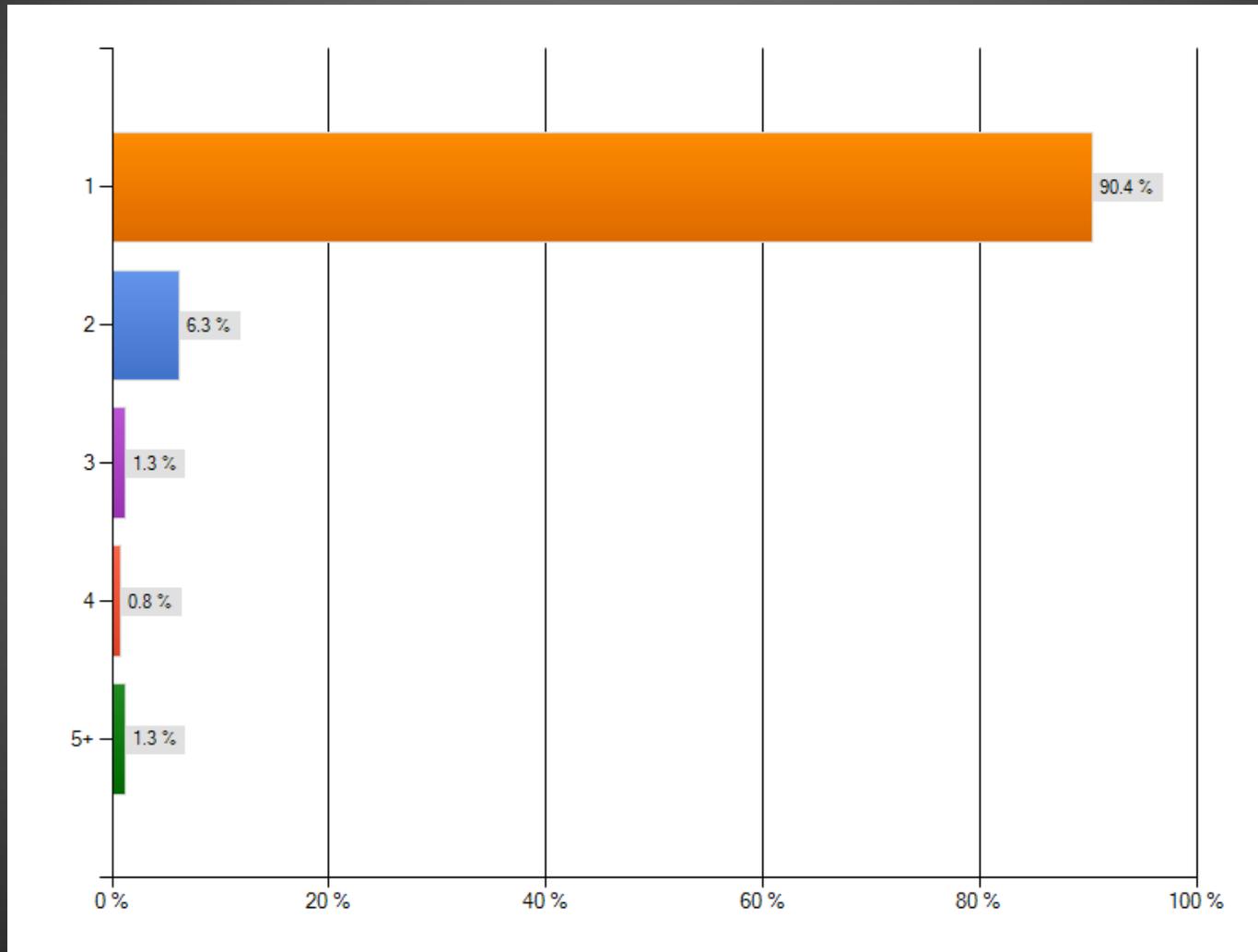
No. of Responses: 240

Age Group



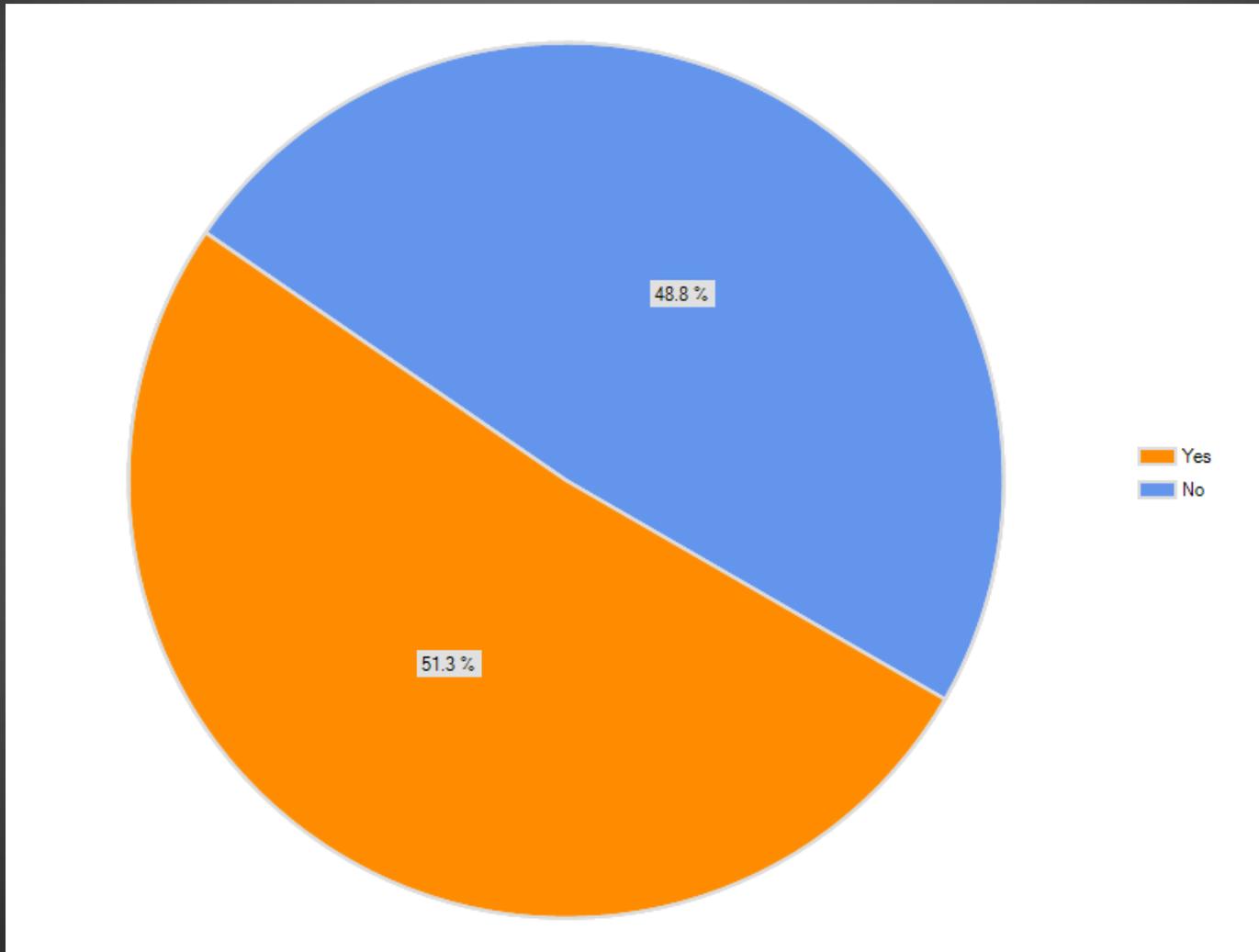
No. of Responses: 240

How Many Elise Have You Owned (including your current Elise)?



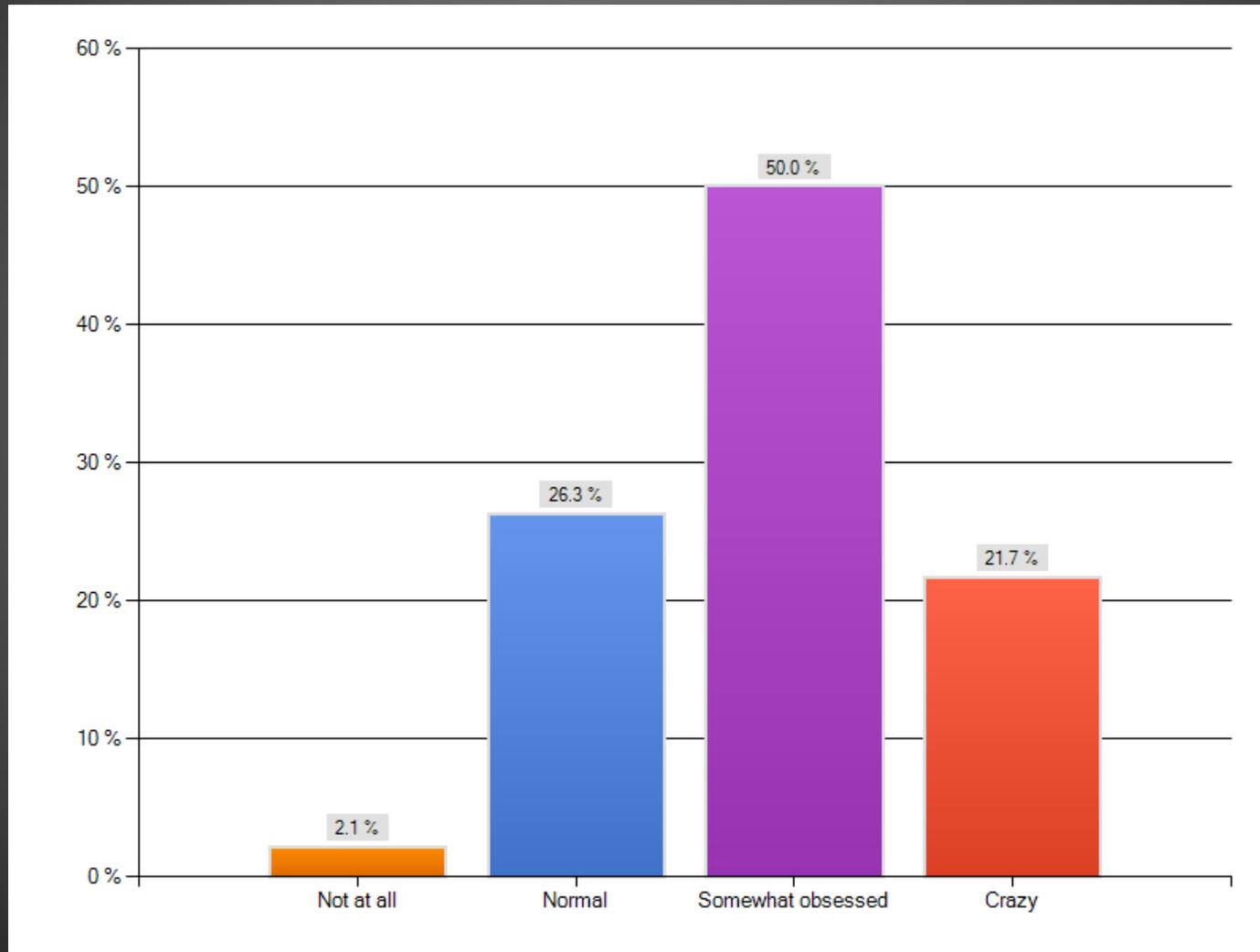
No. of Responses: 240

Will You Consider Buying The New 2015 Elise?



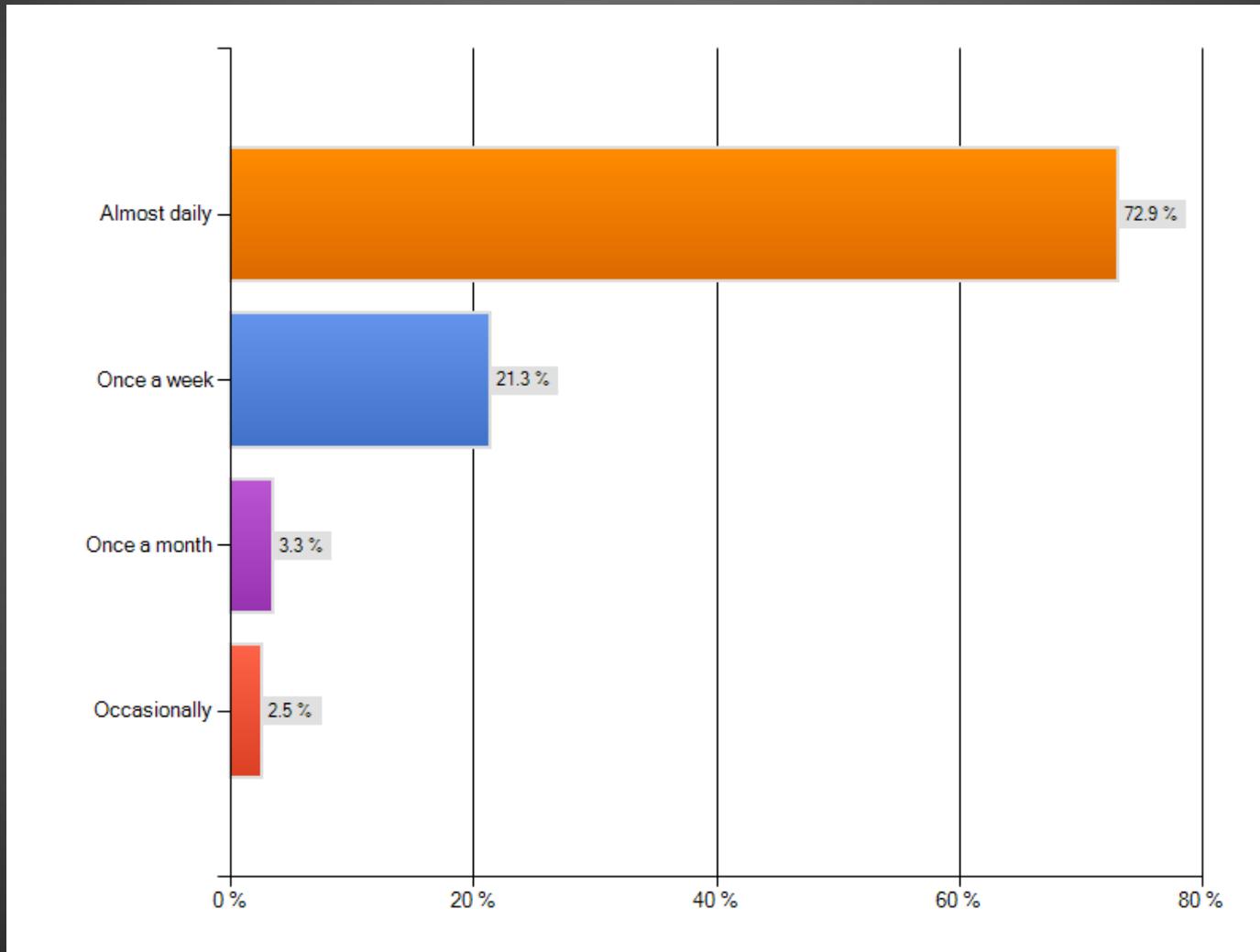
No. of Responses: 240

How Obsessed Are You With Your Elise And Lotus In General?



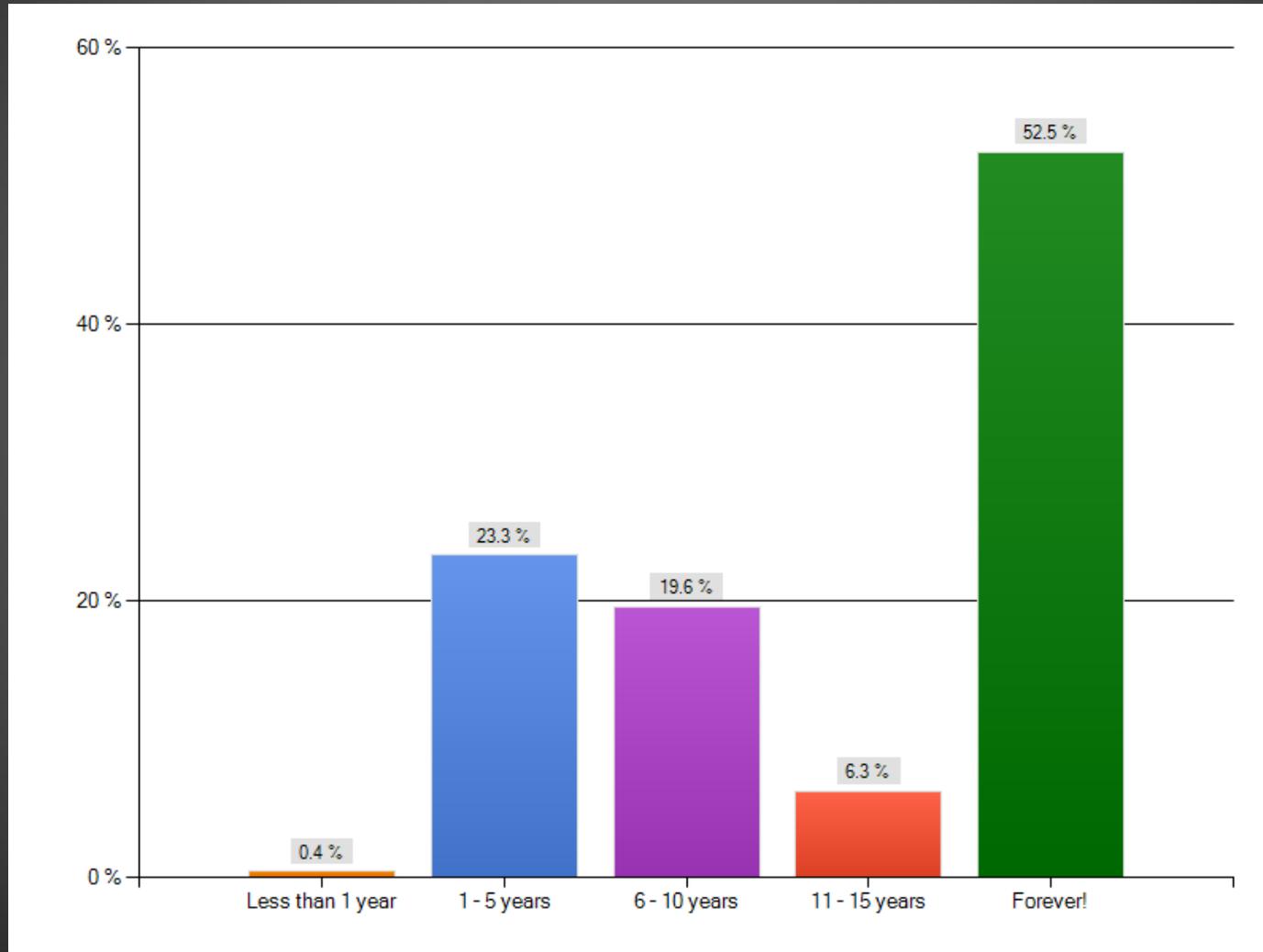
No. of Responses: 240

How Many Times Do You Visit LotusTalk?



No. of Responses: 240

How Long Will You Keep Your Elise?



No. of Responses: 240