

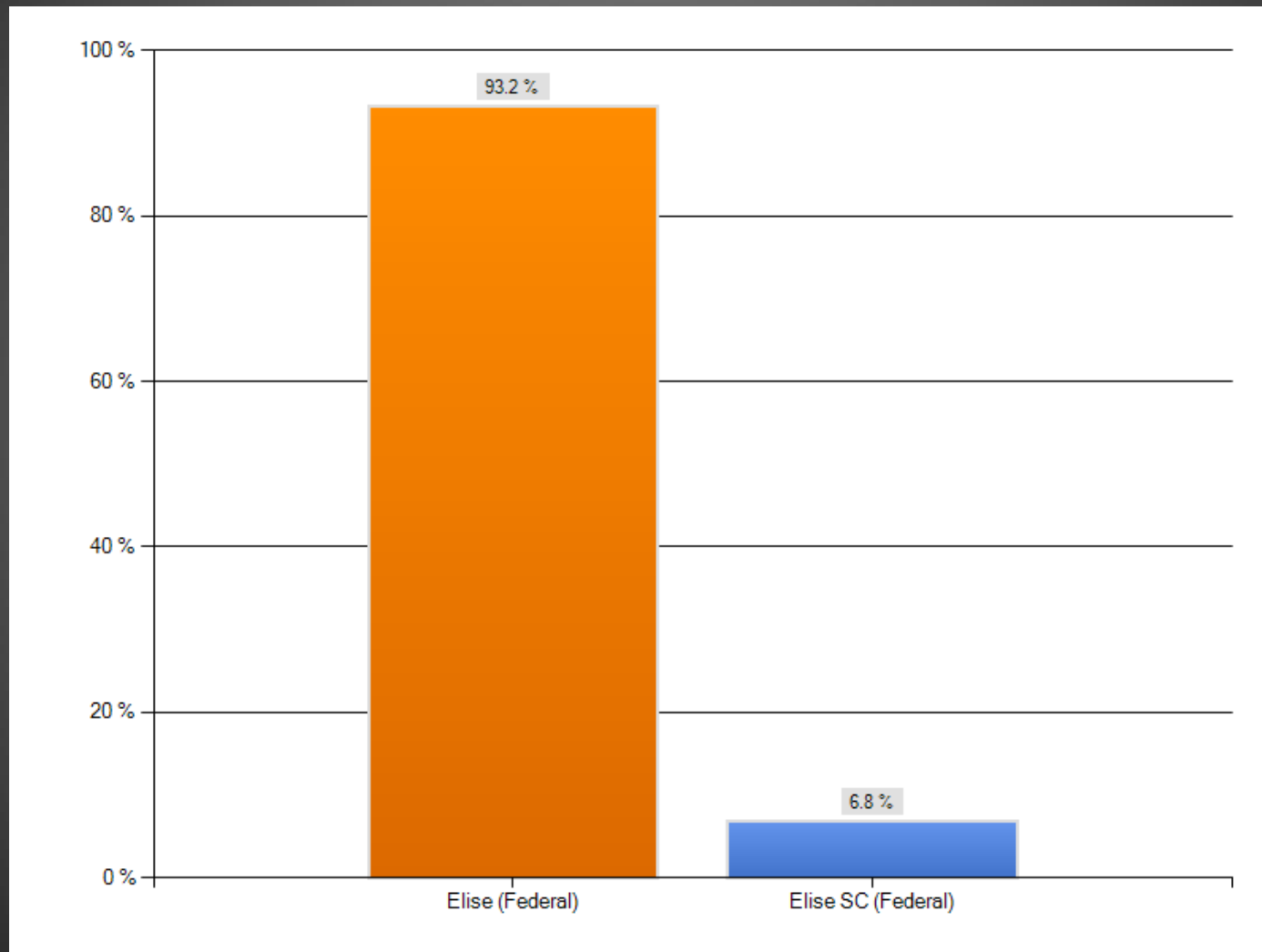
# LOTUS ELISE (U.S.) SURVEY

## *Preliminary Results*

April 2012

*About Your Elise*

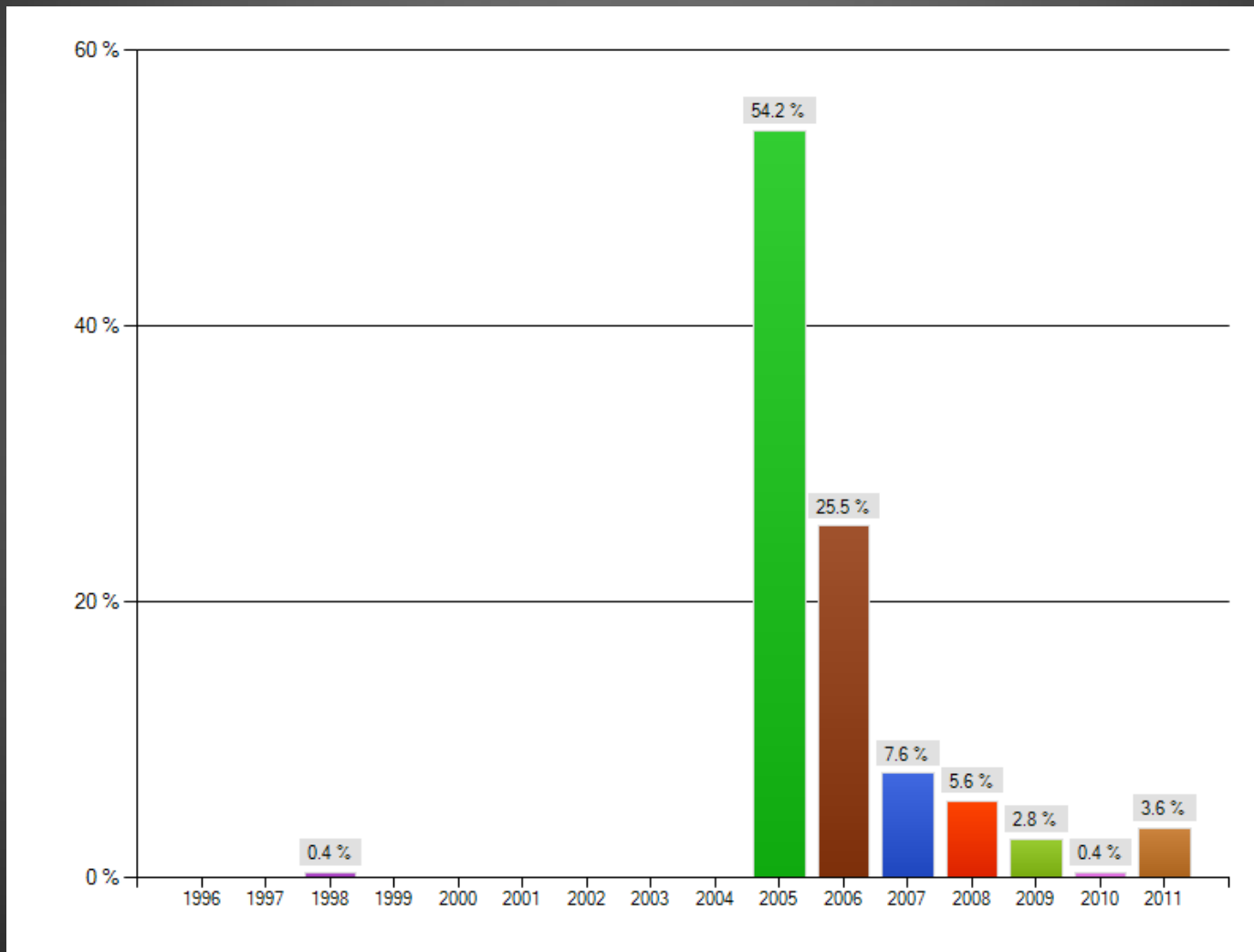
# What Model is Your Elise?



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

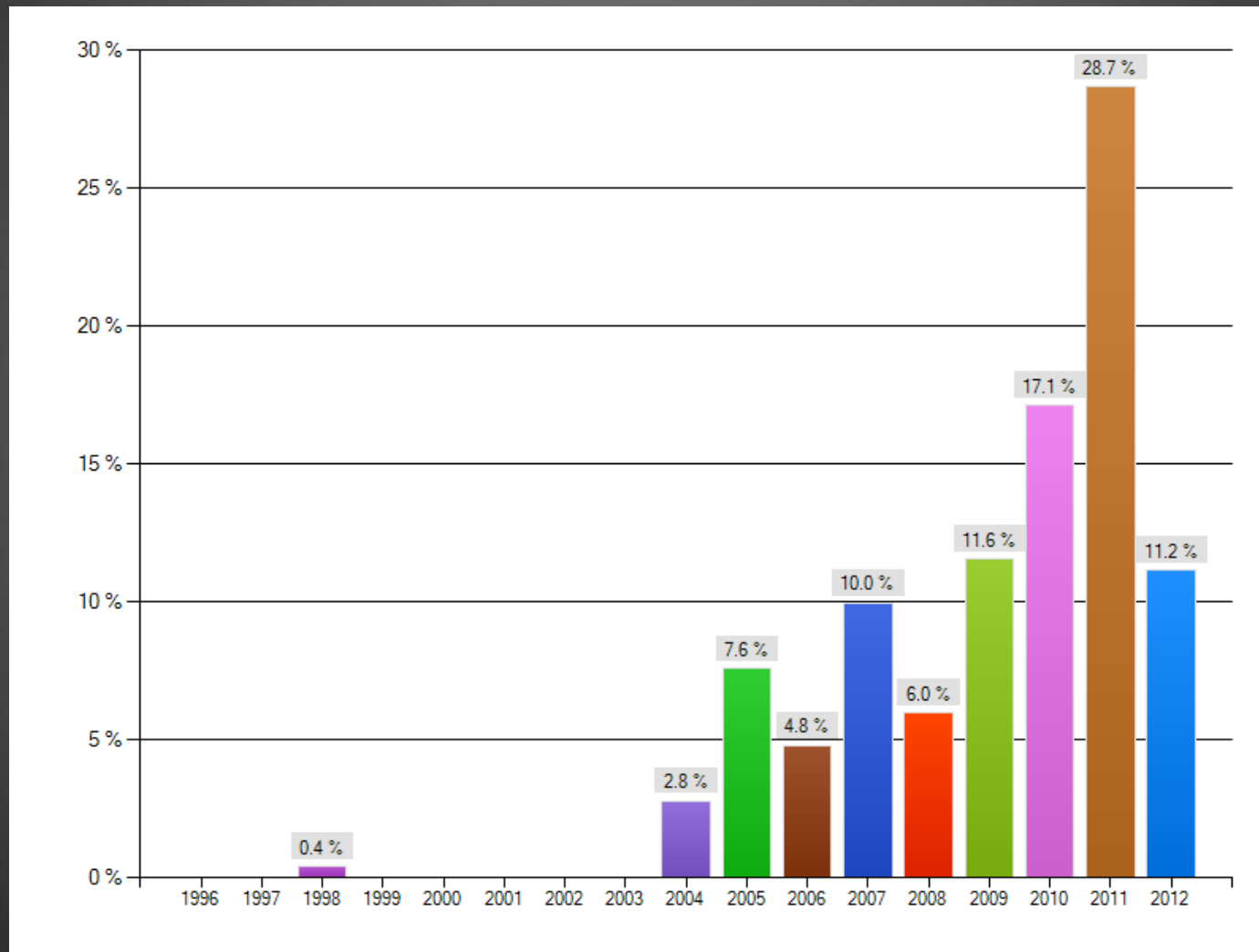
No. of Responses: 252

# What Year is Your Elise?



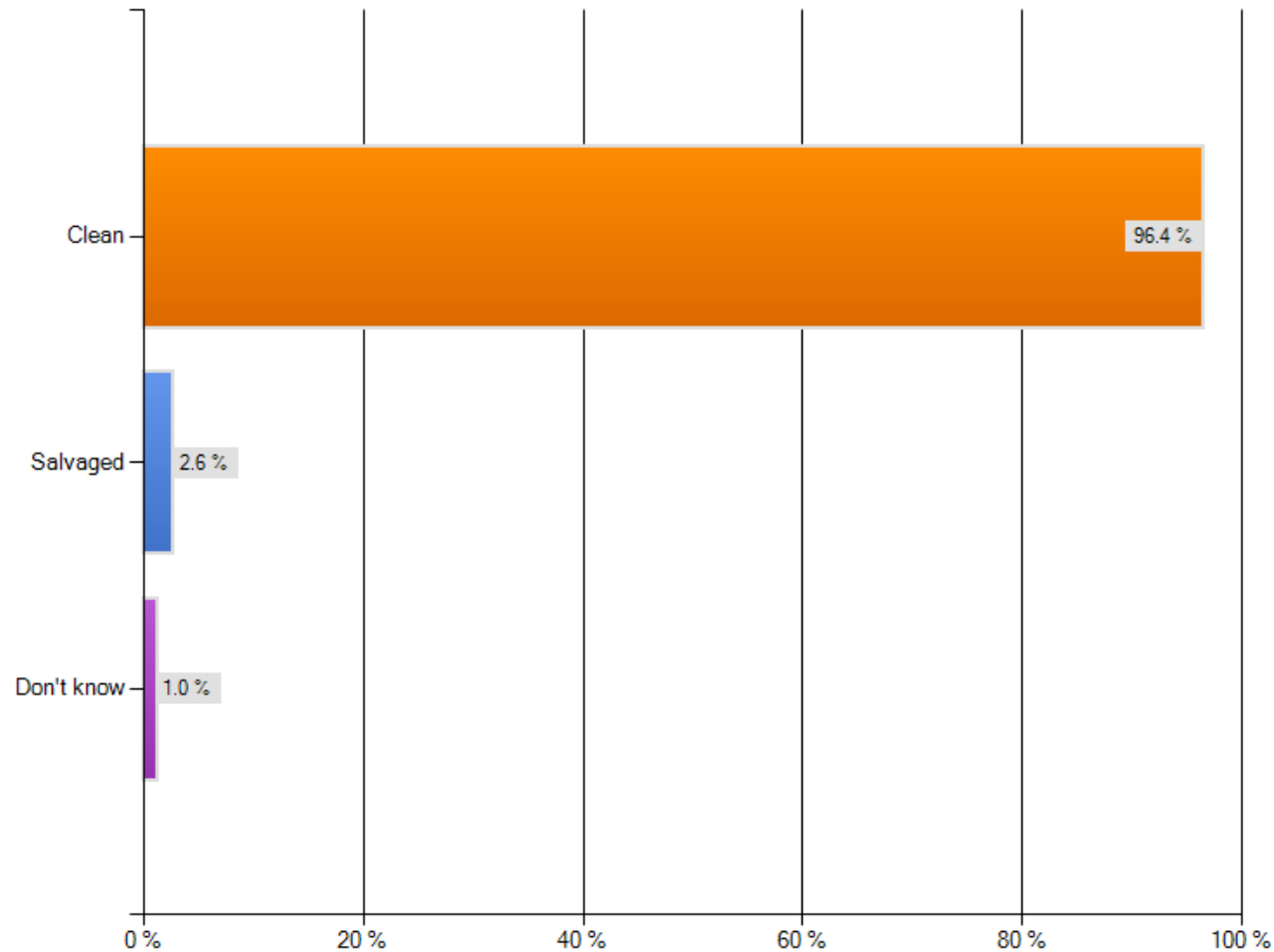
No. of Responses: 252

# When Did You Purchase Your Elise?



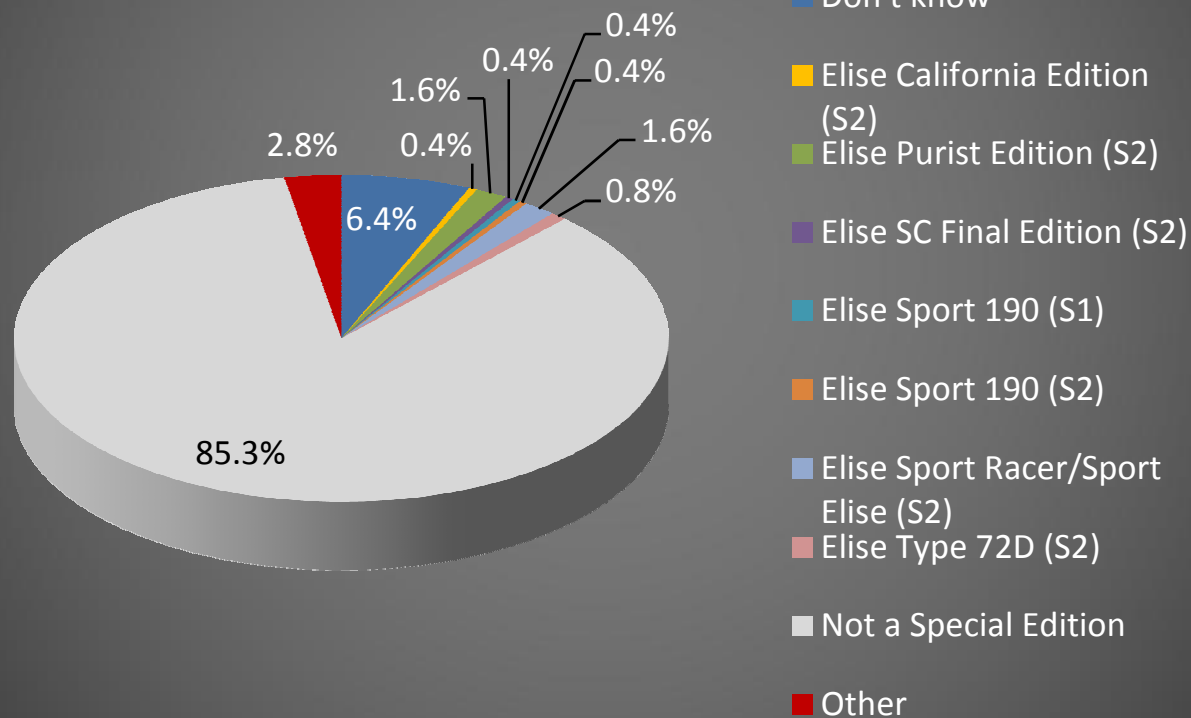
No. of Responses: 252

# Clean or Salvaged Title?



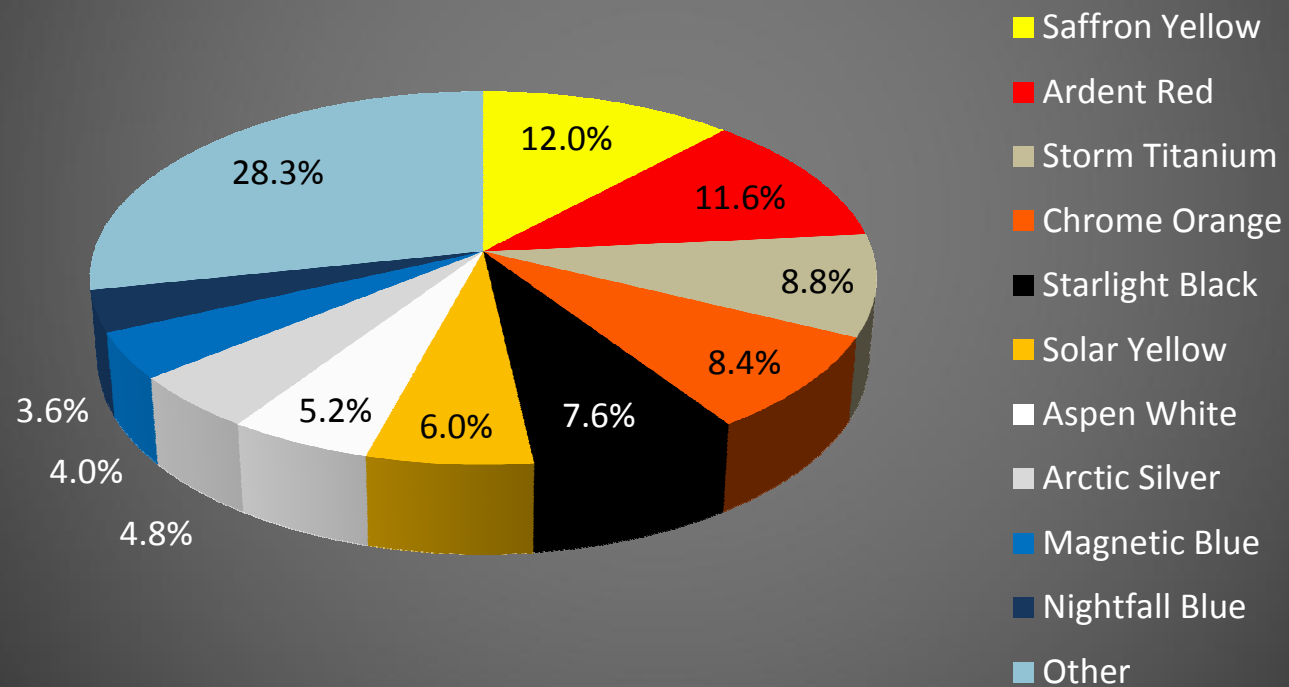
No. of Responses: 193

# Is It a Special Edition?



No. of Responses: 252

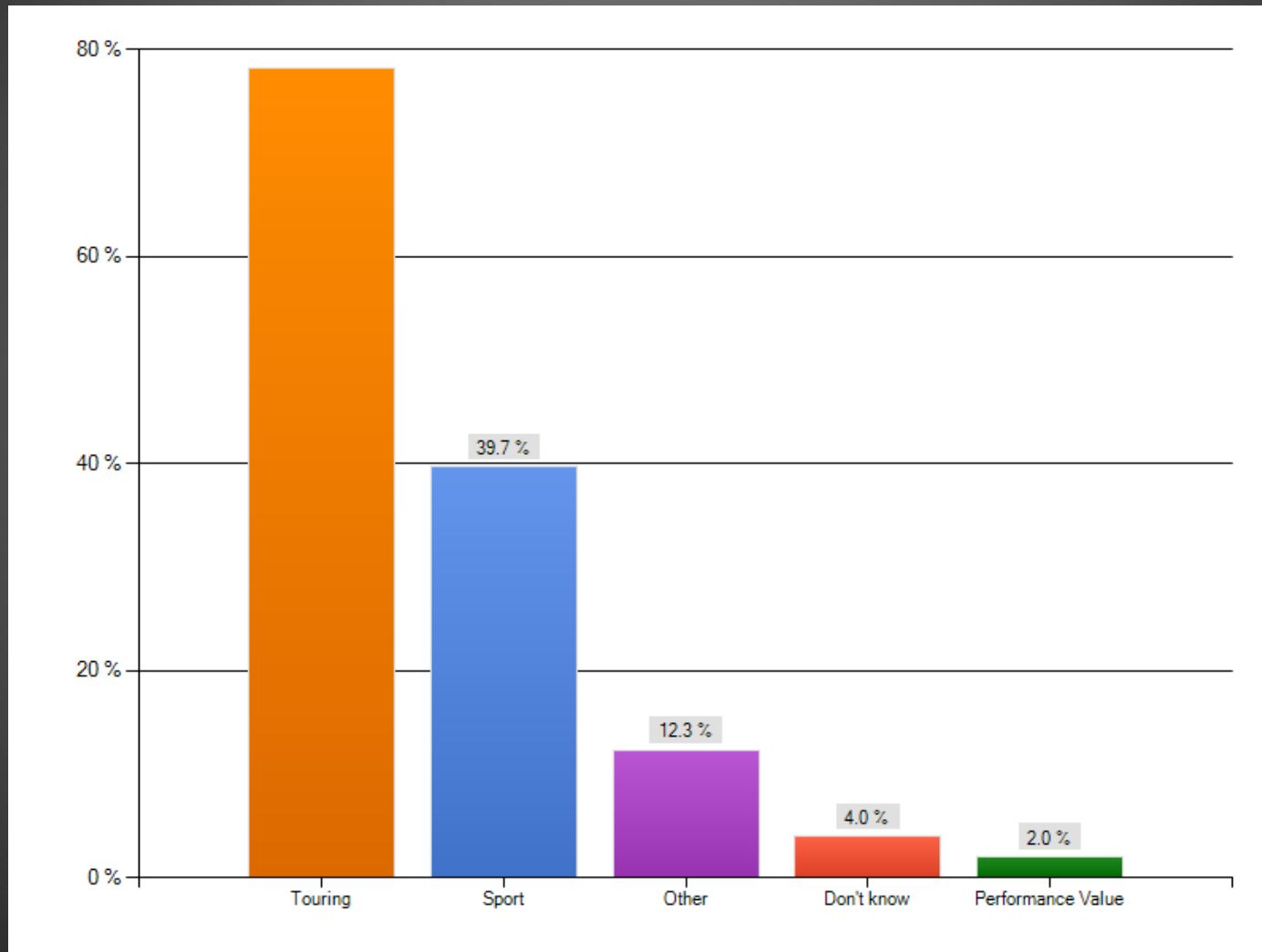
# What Color is Your Elise?



No. of Responses: 252

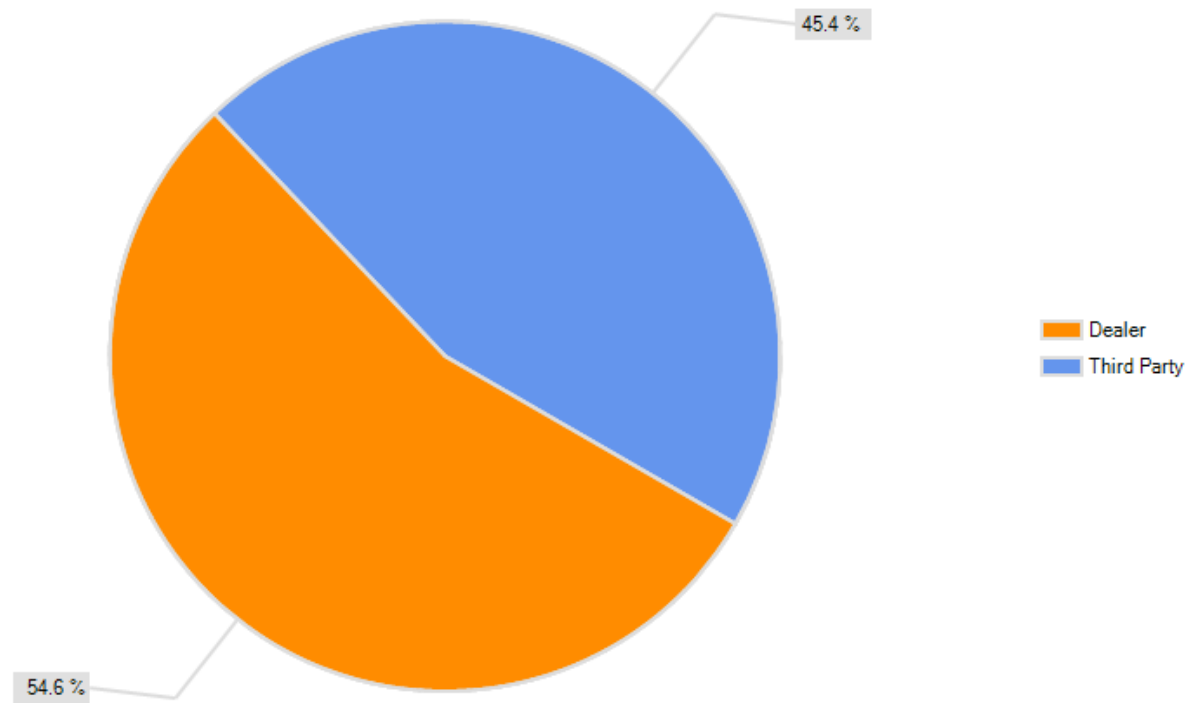


# What Package Does Your Elise Have?



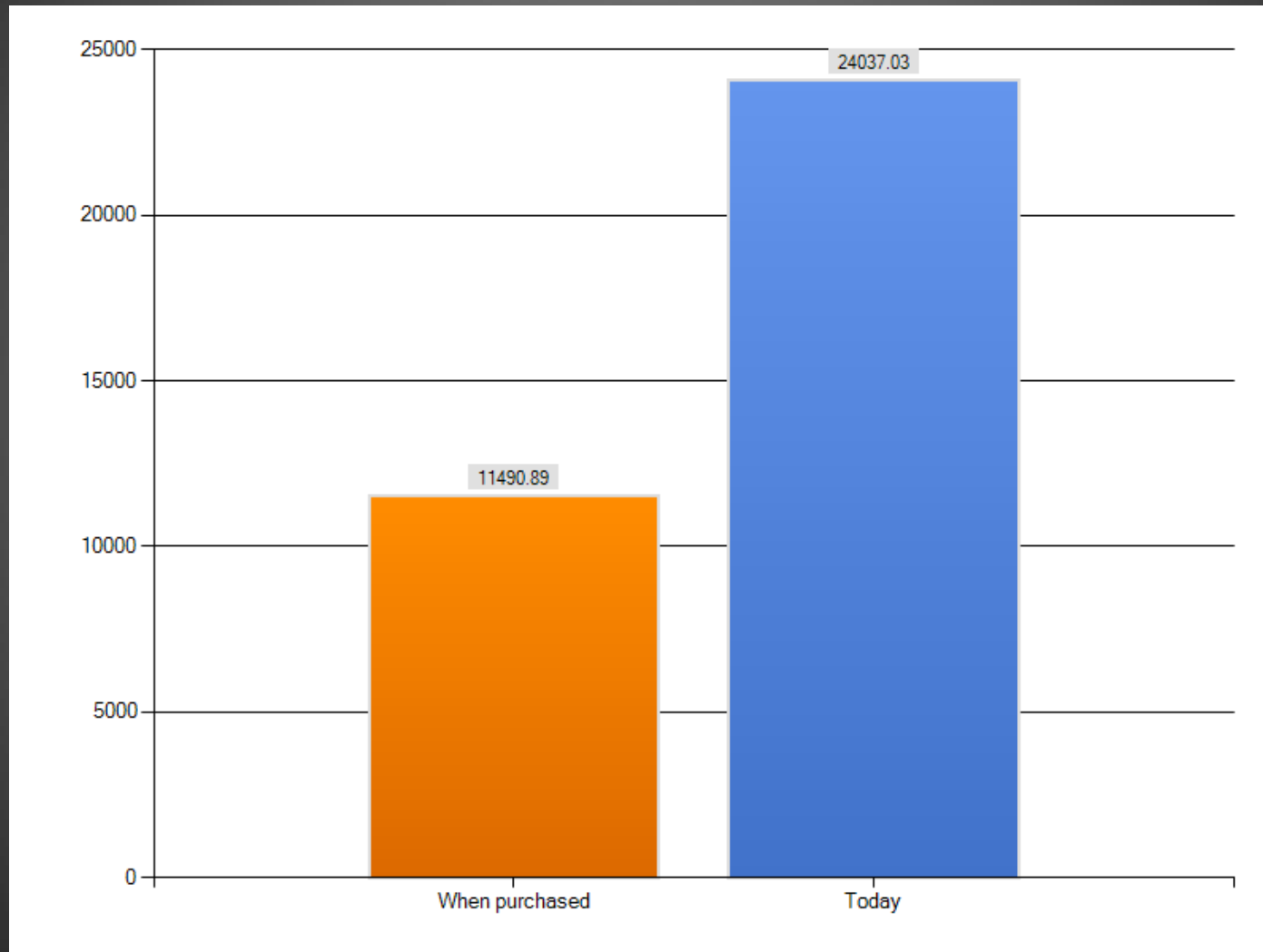
No. of Responses: 252

# Bought From Dealer or Third Party?



No. of Responses: 252

# Approximate Mileage

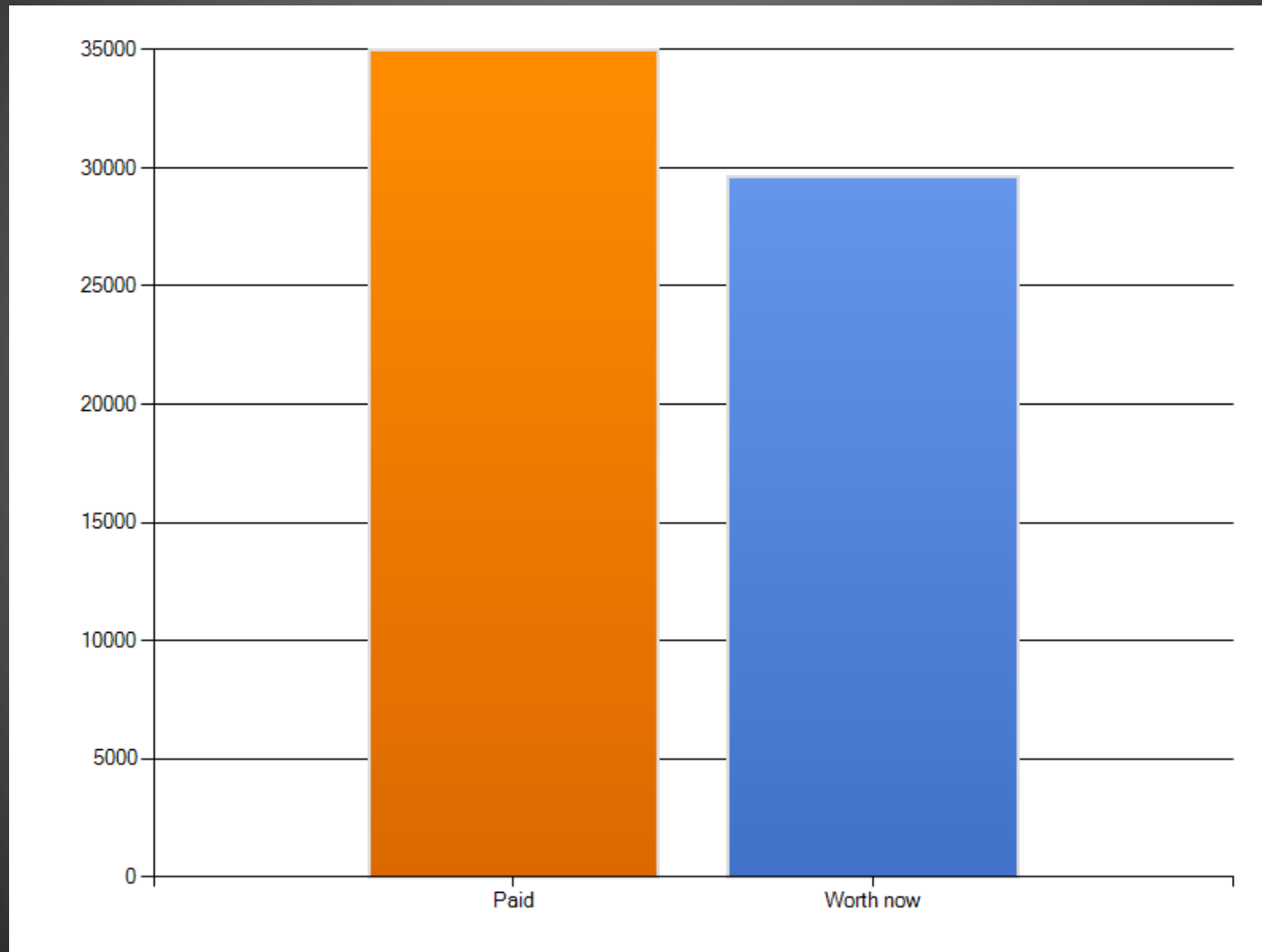


Note: Bar Chart denotes average mileage of all Lotus Elise referenced in survey

No. of Responses: 248

# How Much Did You Pay for Your Elise?

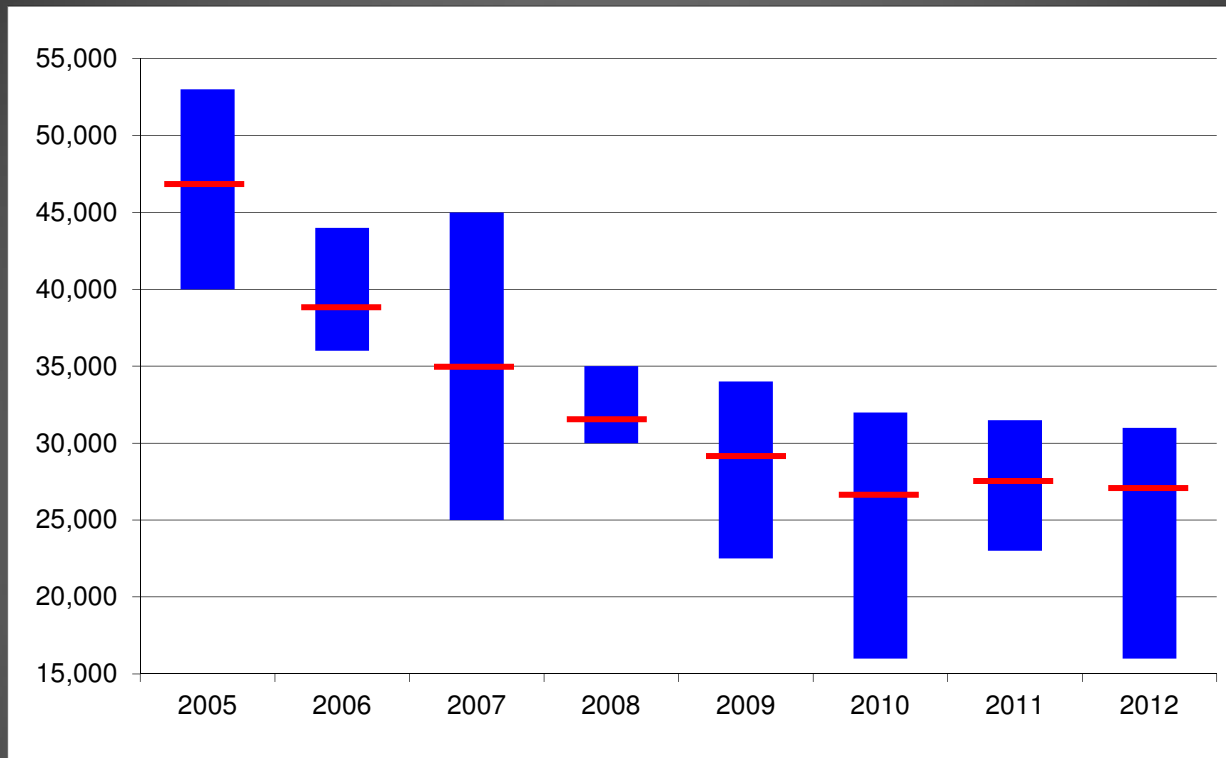
## How Much Do You Think It's Worth Now?



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

No. of Responses: 238

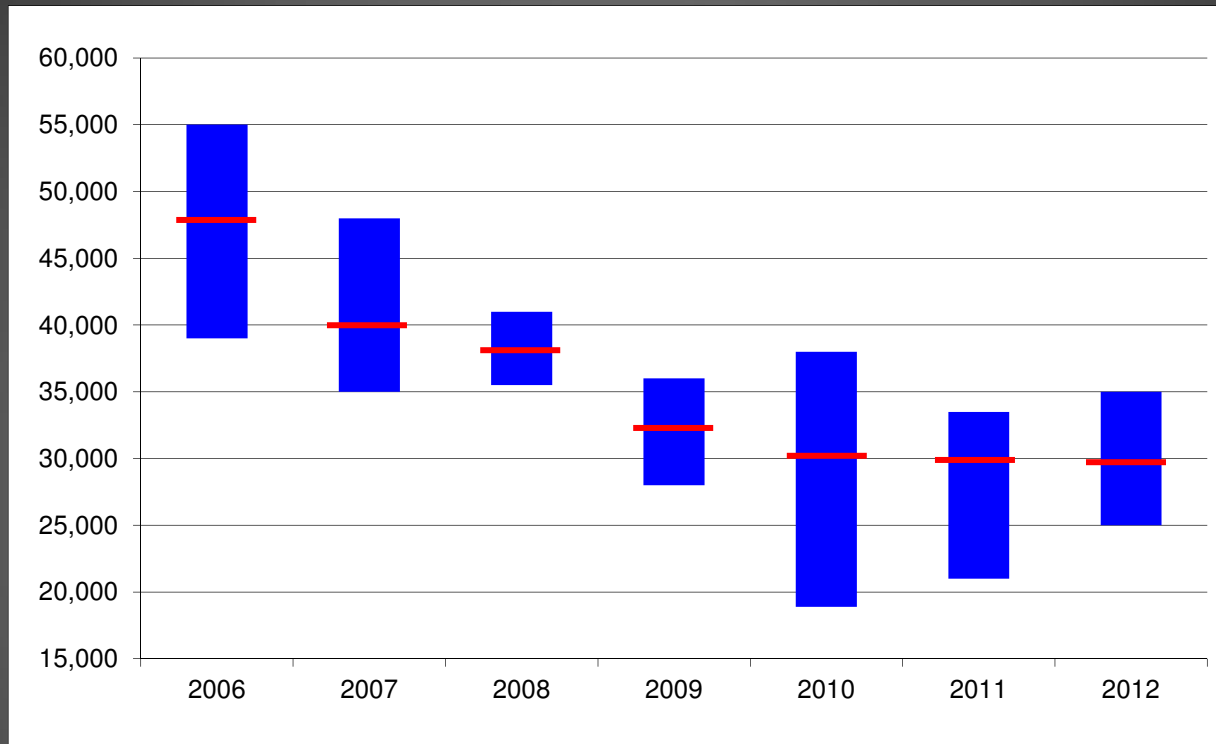
# 2005 Elise Price Evolution



— 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



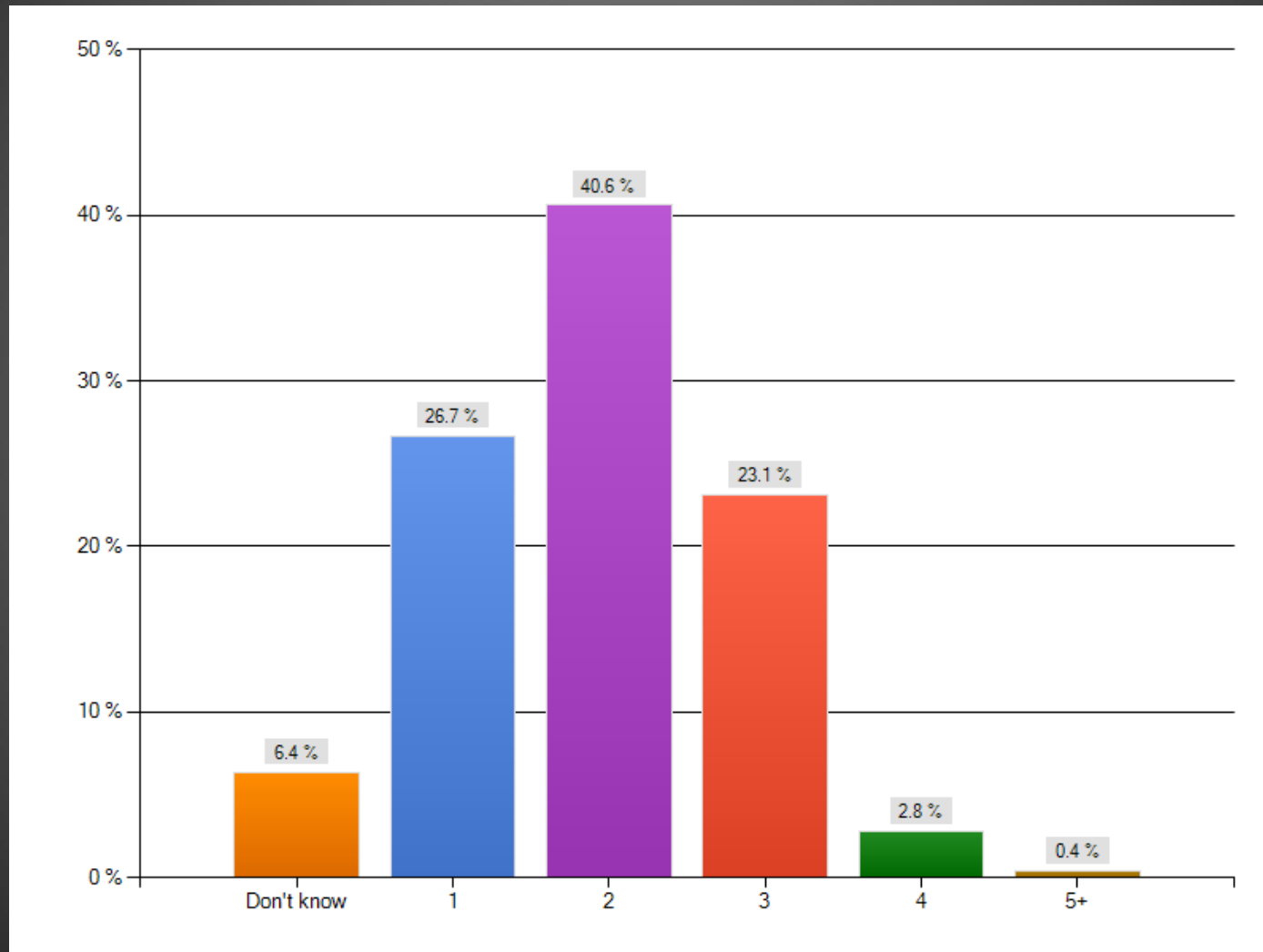
— Denotes Average Price

■ Denotes Price Range

No. of Responses: 64

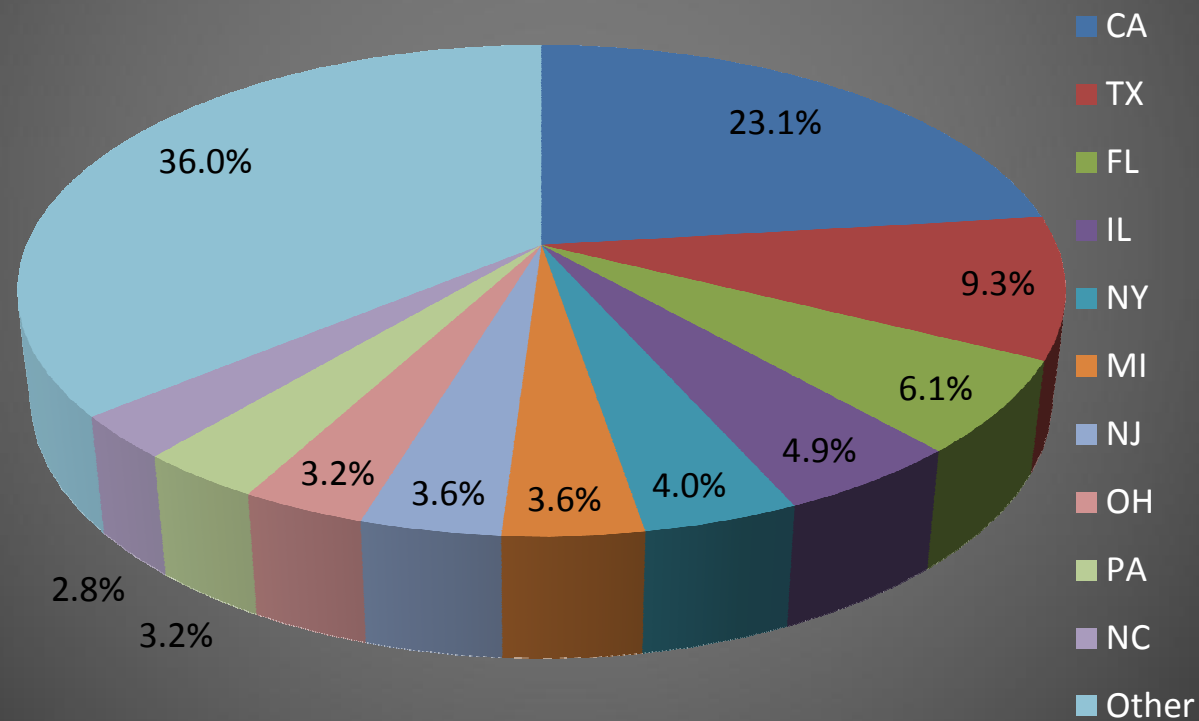
2006 Elise Price Summary (USD)				
Purchase Year	Max	Min	Delta	Average
2006	55,000	39,000	16,000	47,800
2007	48,000	35,000	13,000	39,958
2008	41,000	35,500	5,500	37,625
2009	36,000	28,000	8,000	32,357
2010	38,000	18,900	19,100	30,158
2011	33,500	21,000	12,500	29,909
2012	35,000	25,000	10,000	29,738

# If Known, What Number Owner Are You?



No. of Responses: 252

# Where is Your Elise Located?

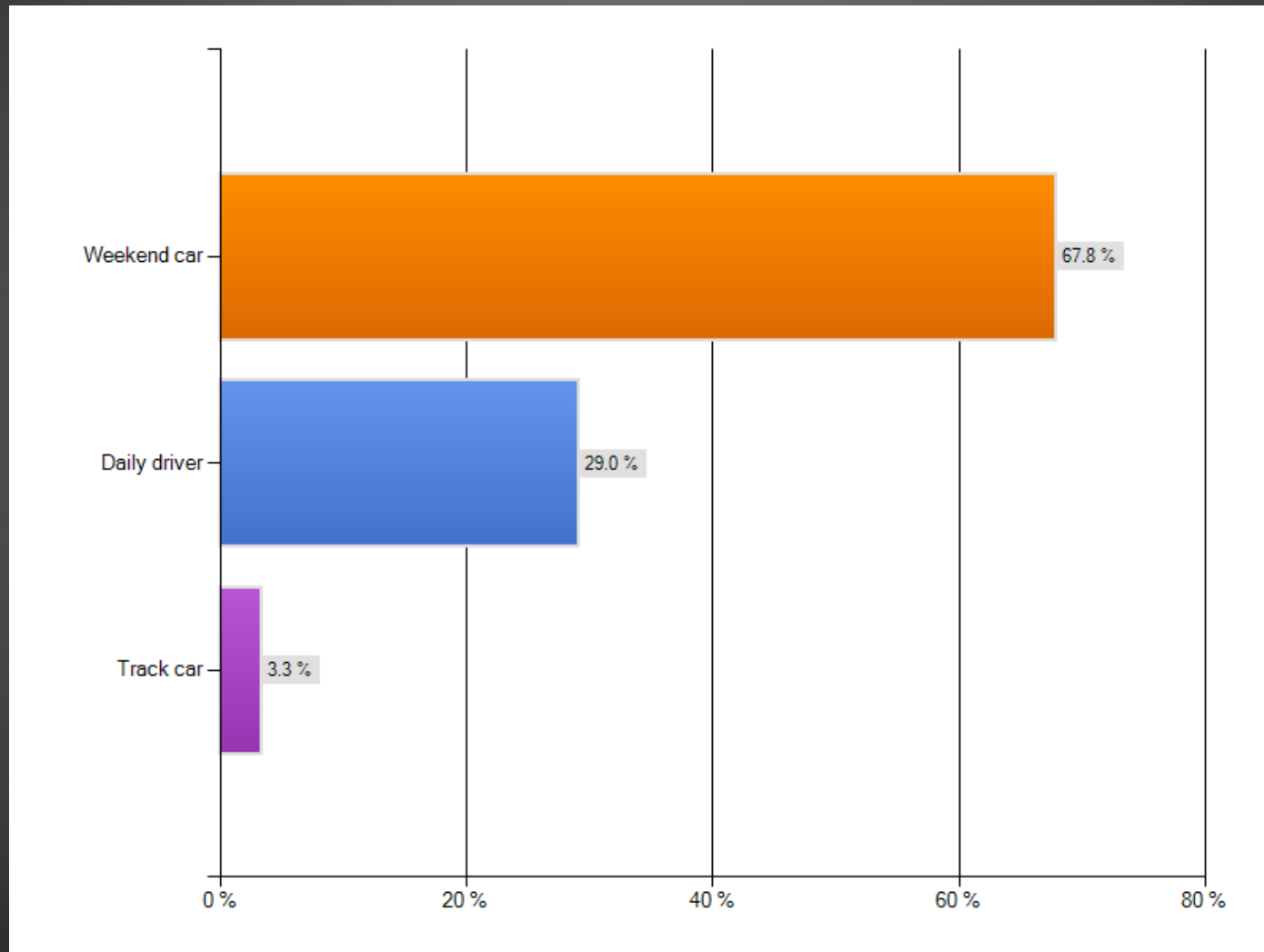


No. of Responses: 248



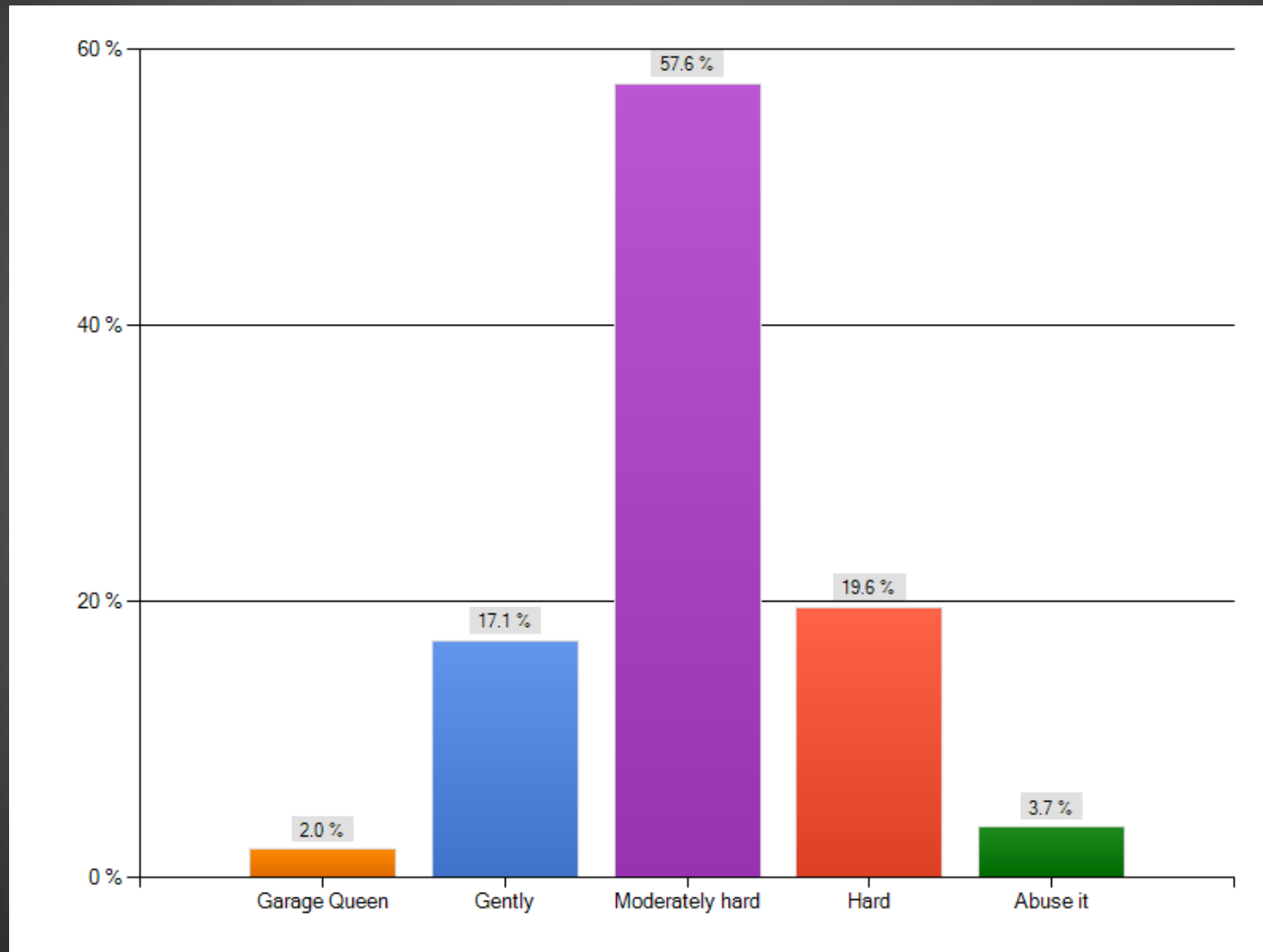
# *Usage of Your Elise*

# What is the Primary Use of Your Elise?



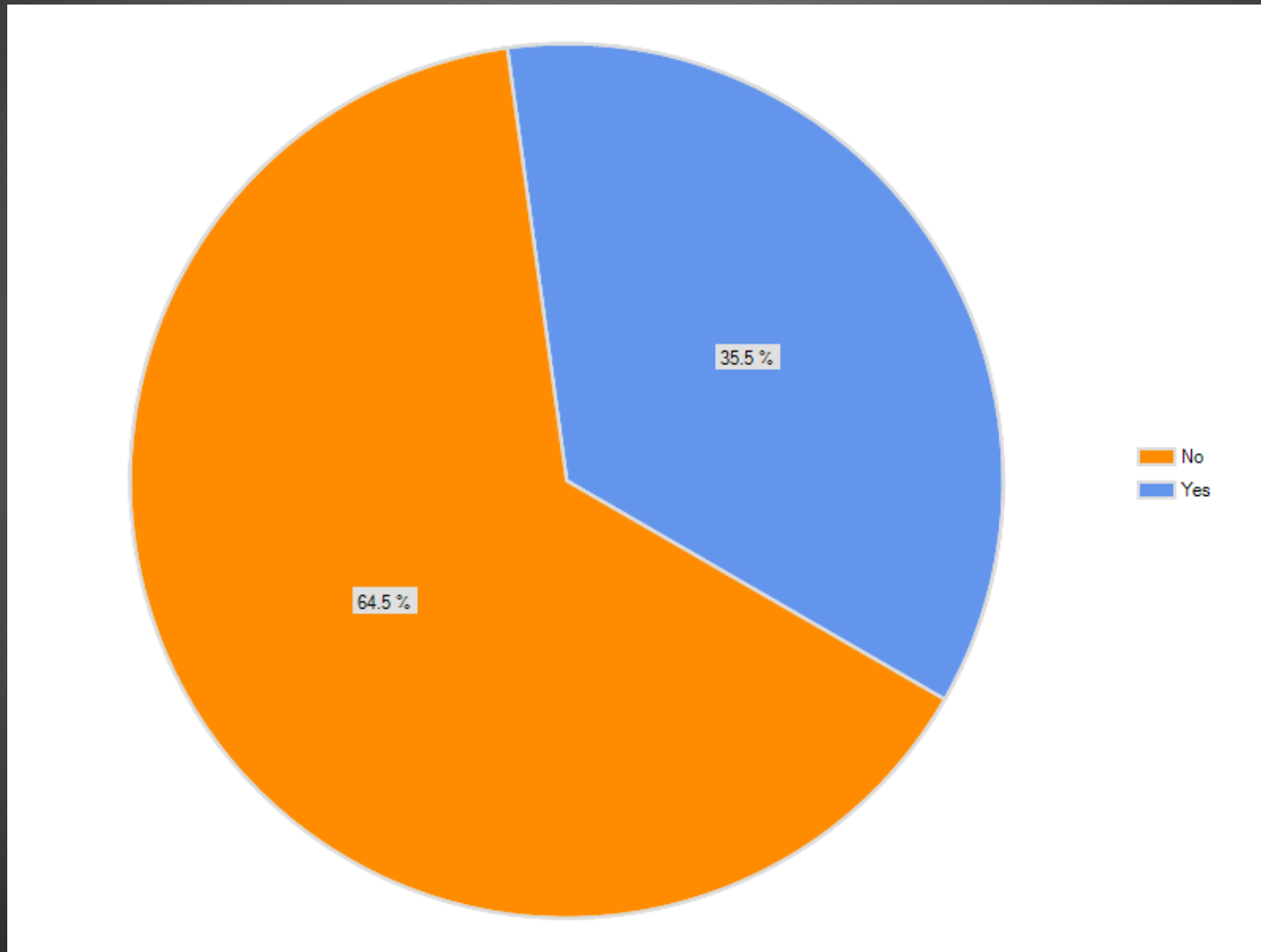
No. of Responses: 246

# How Hard Do You Drive Your Elise?



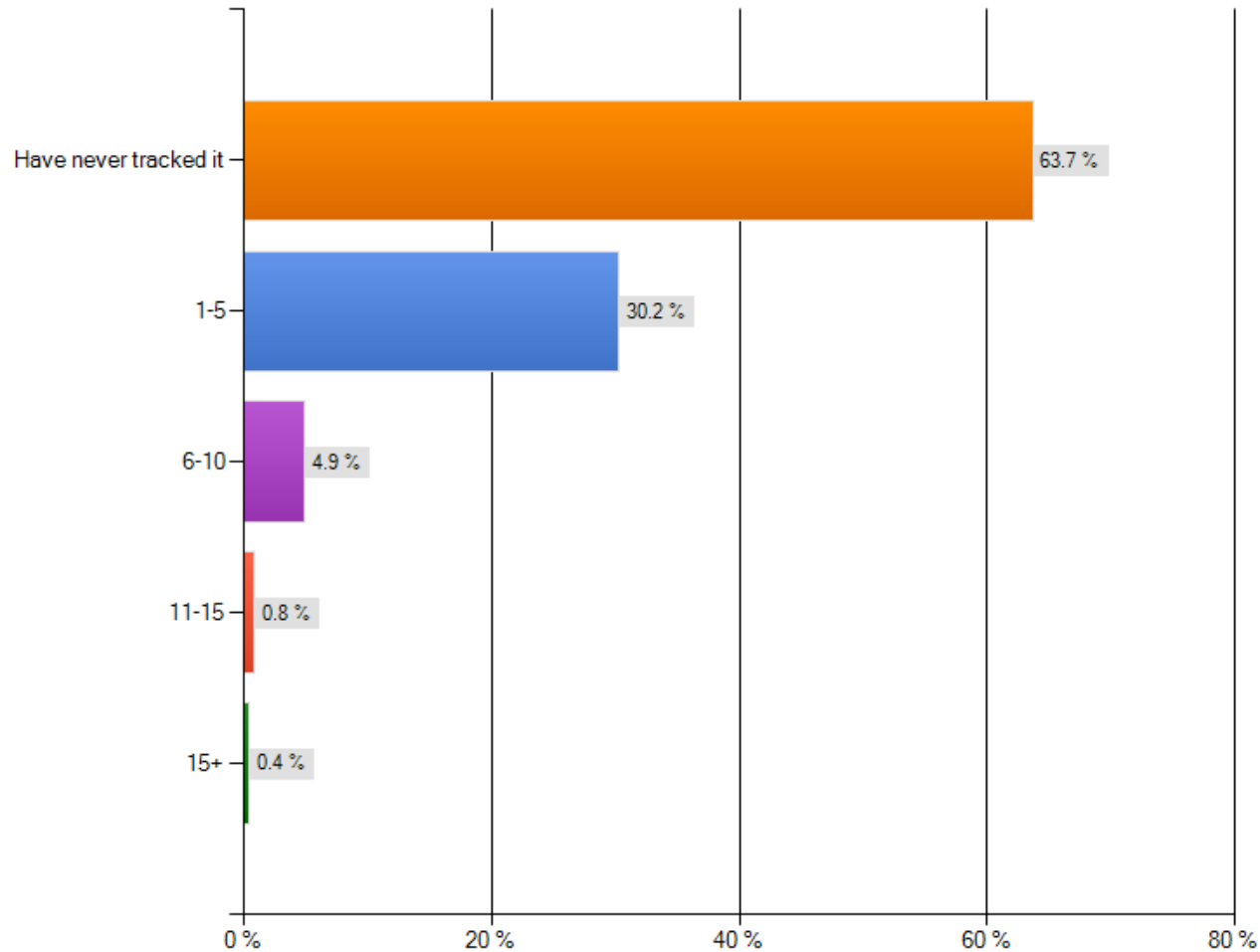
No. of Responses: 246

# Have You Ever Tracked Your Elise?



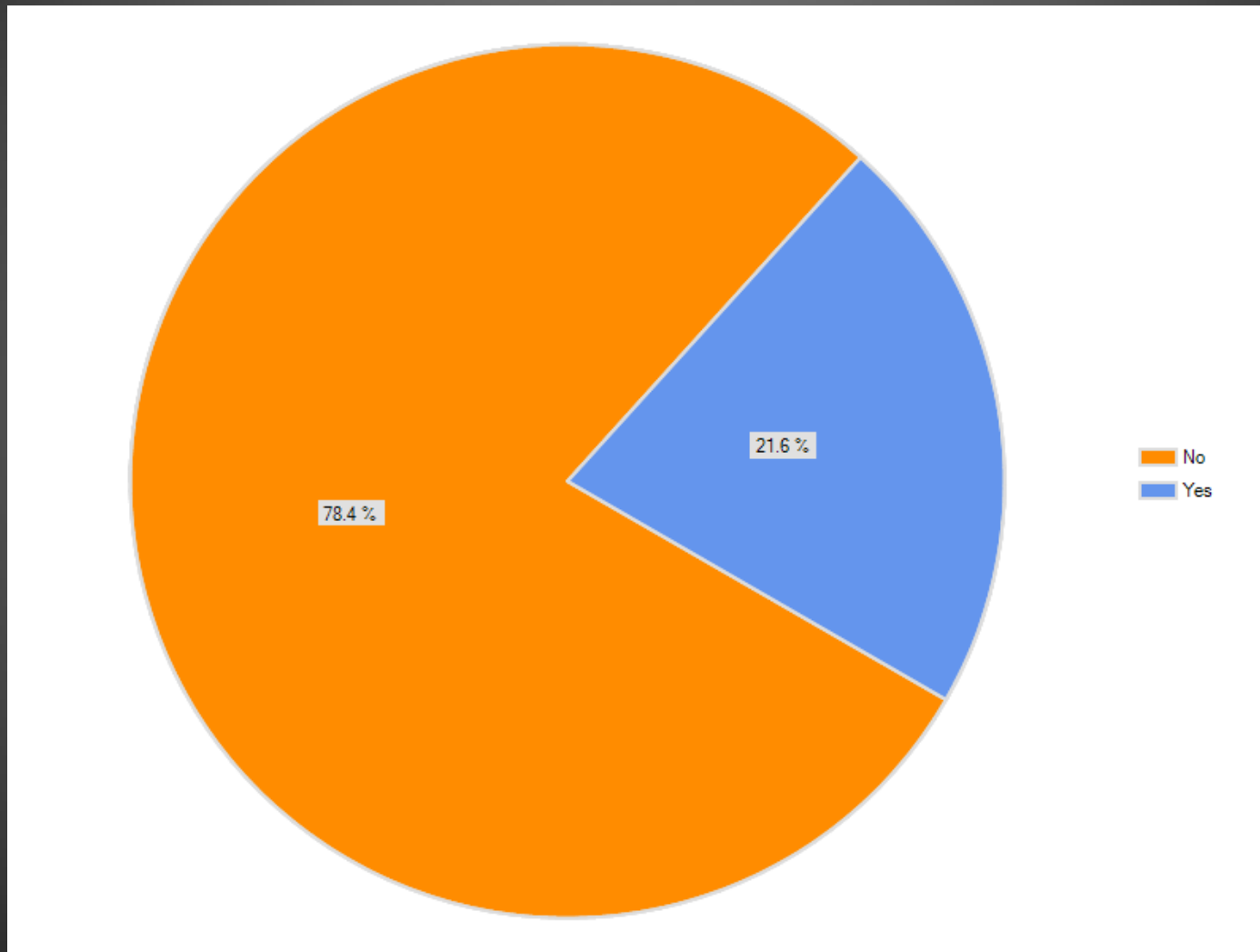
No. of Responses: 246

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



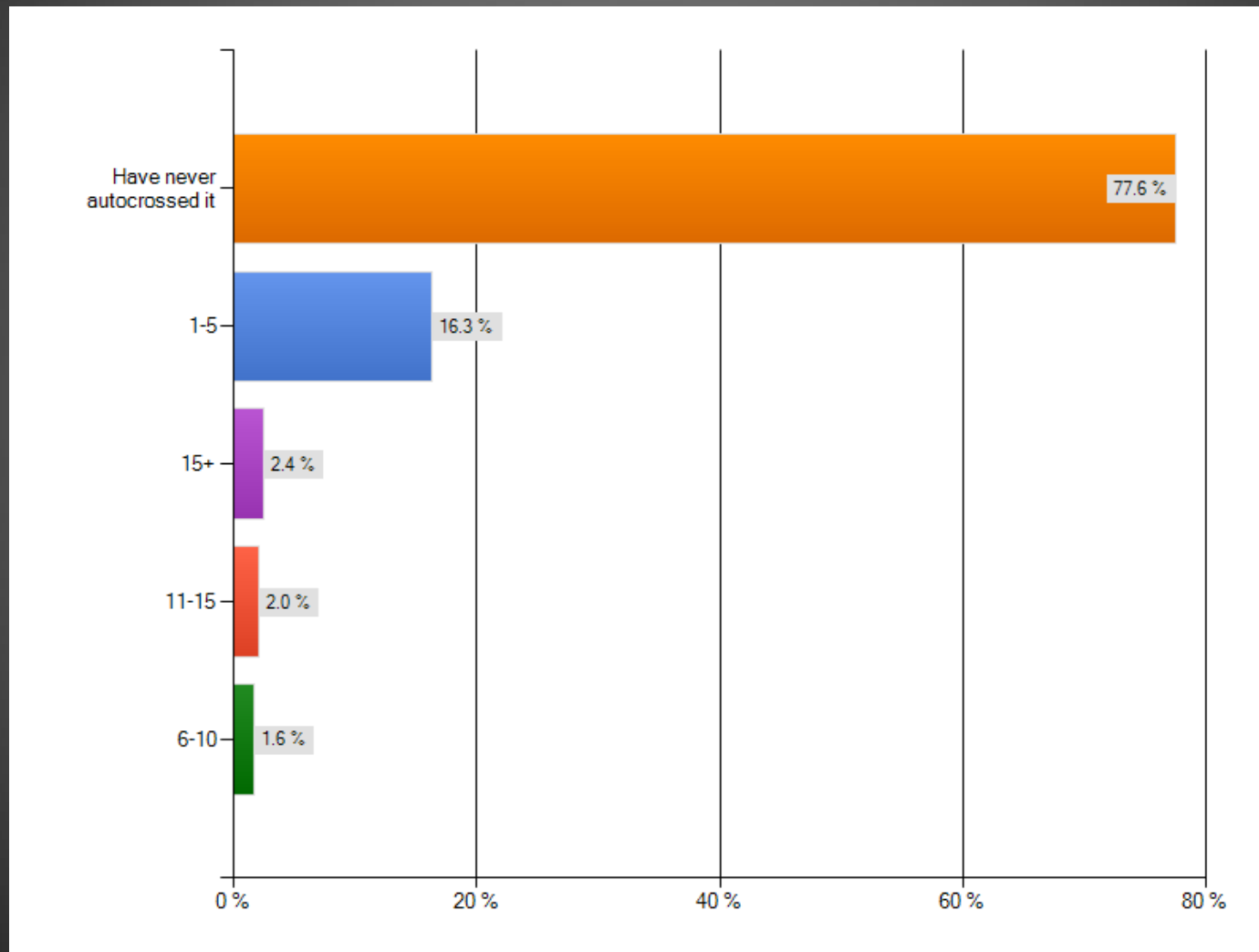
No. of Responses: 246

# Have You Ever Autocrossed Your Elise?



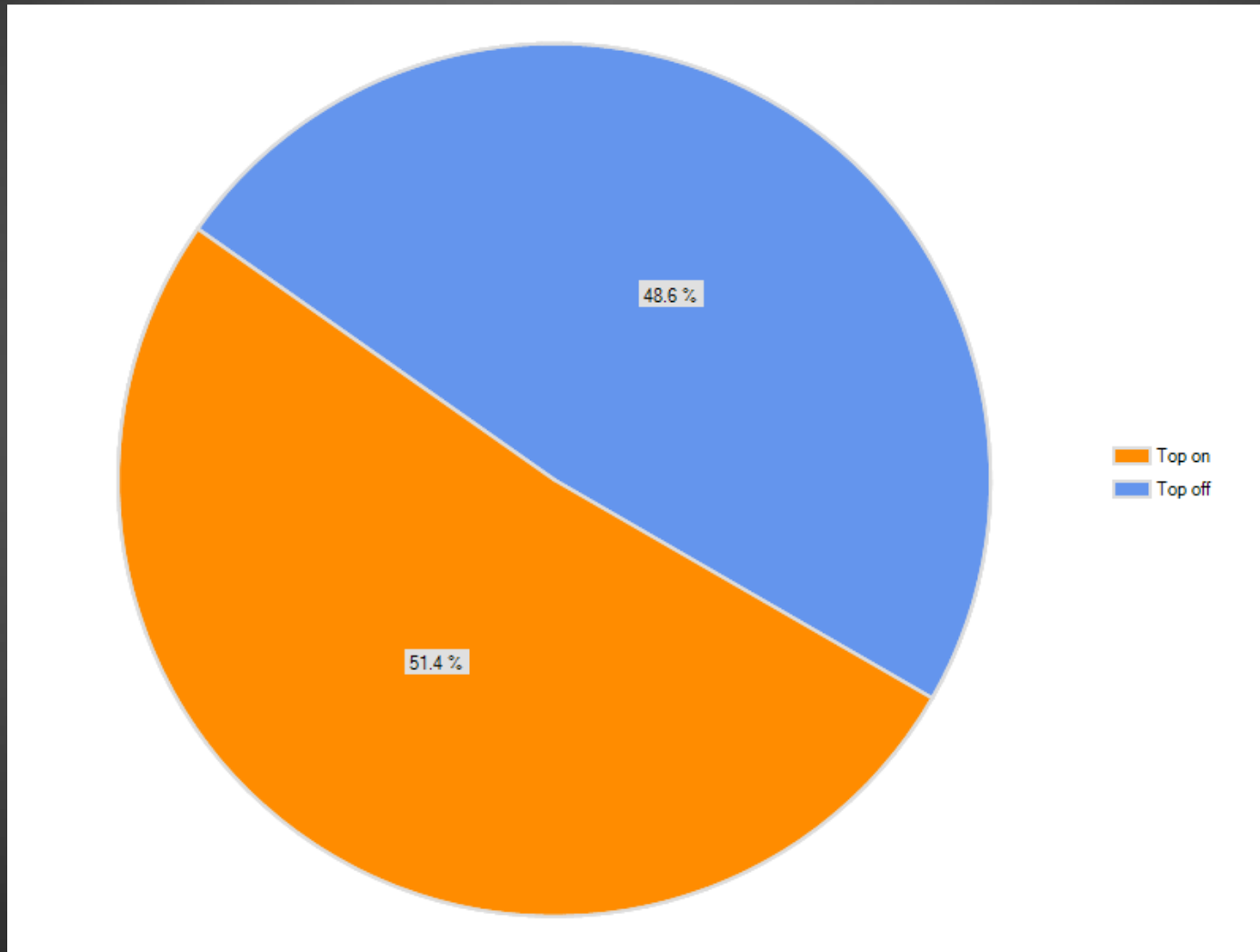
No. of Responses: 246

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



No. of Responses: 246

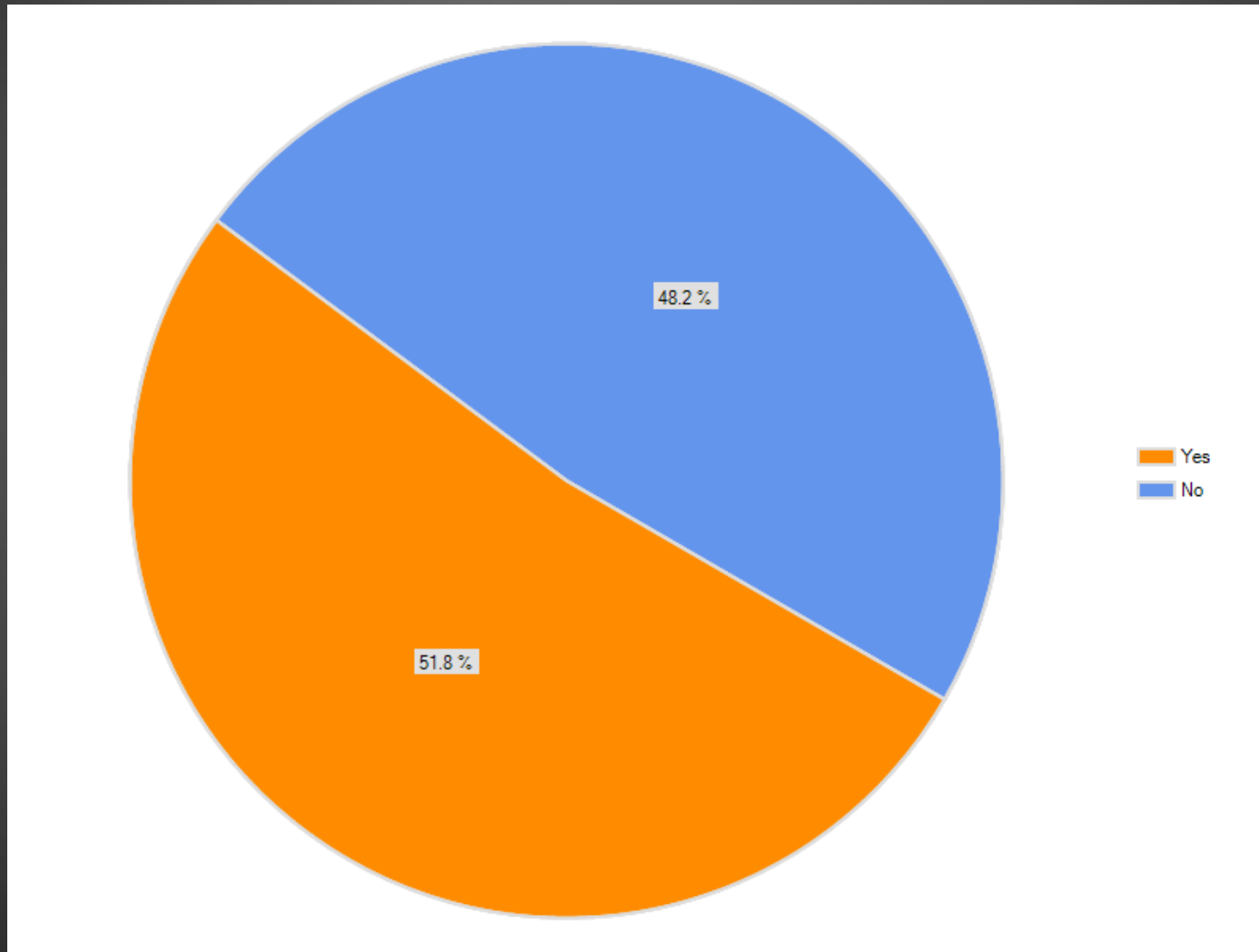
# Do You Drive With the Top on or Off?



No. of Responses: 246

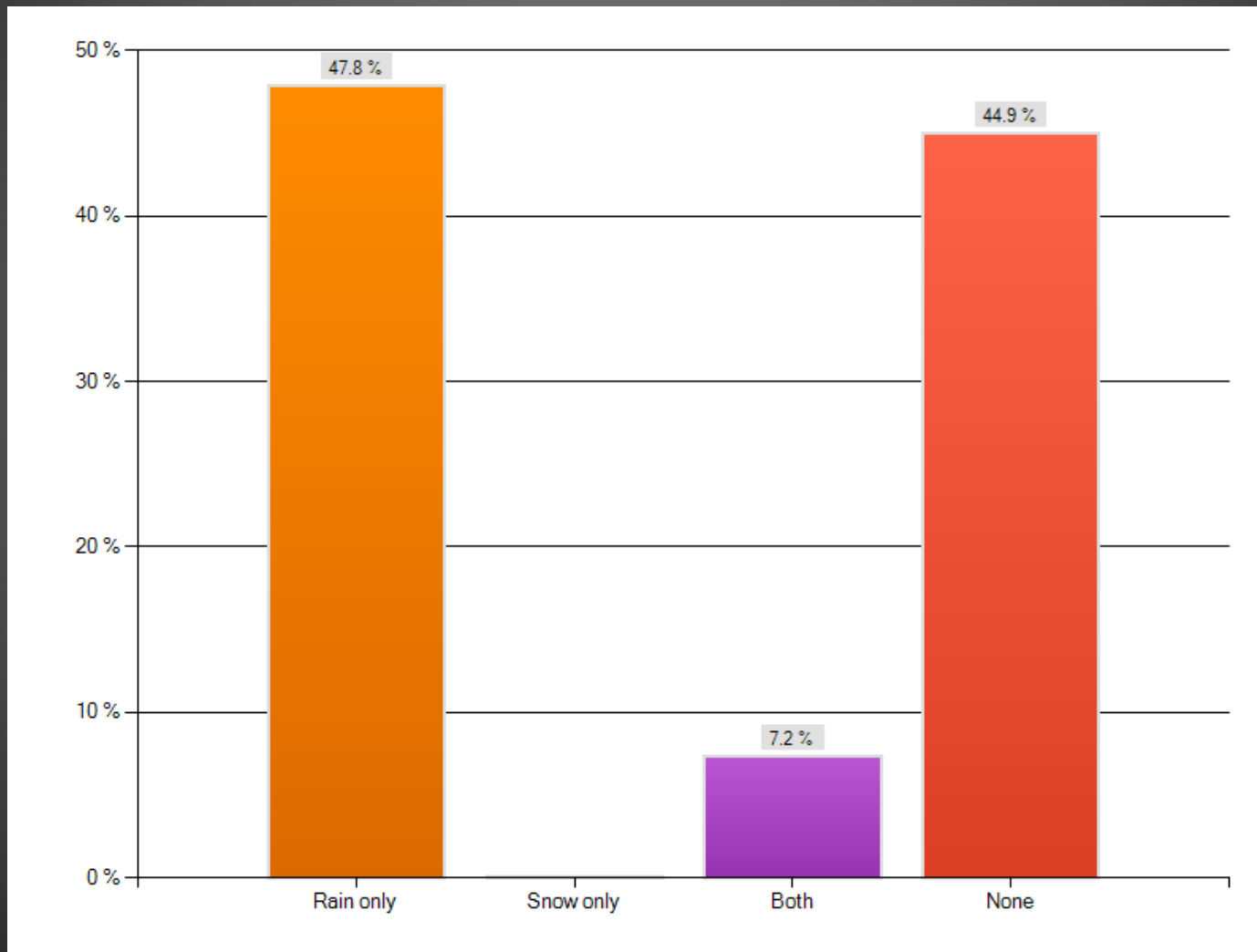


# Do You Use It Regularly During Winter?



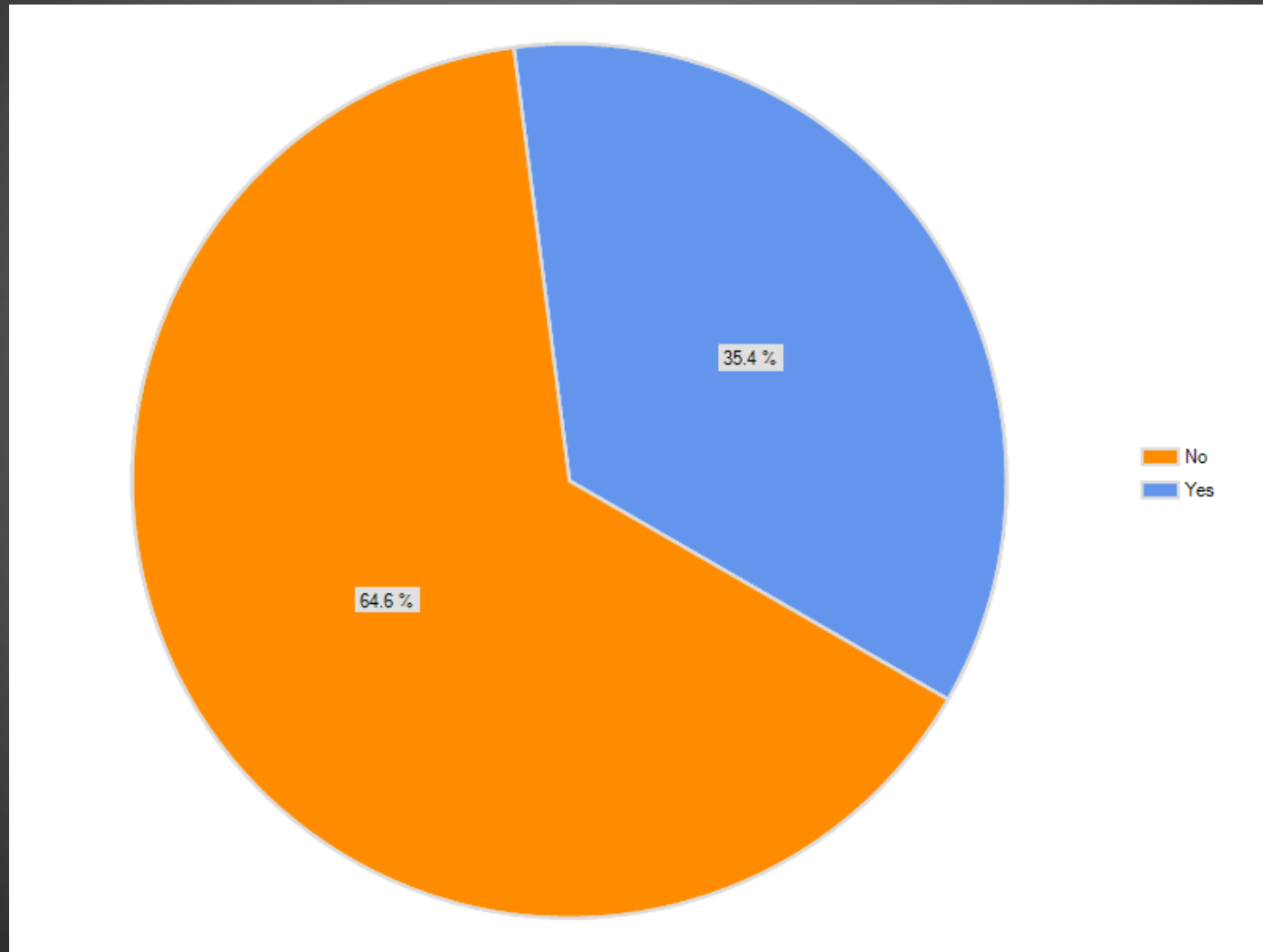
No. of Responses: 246

# Do You Drive It In the Rain or Snow?



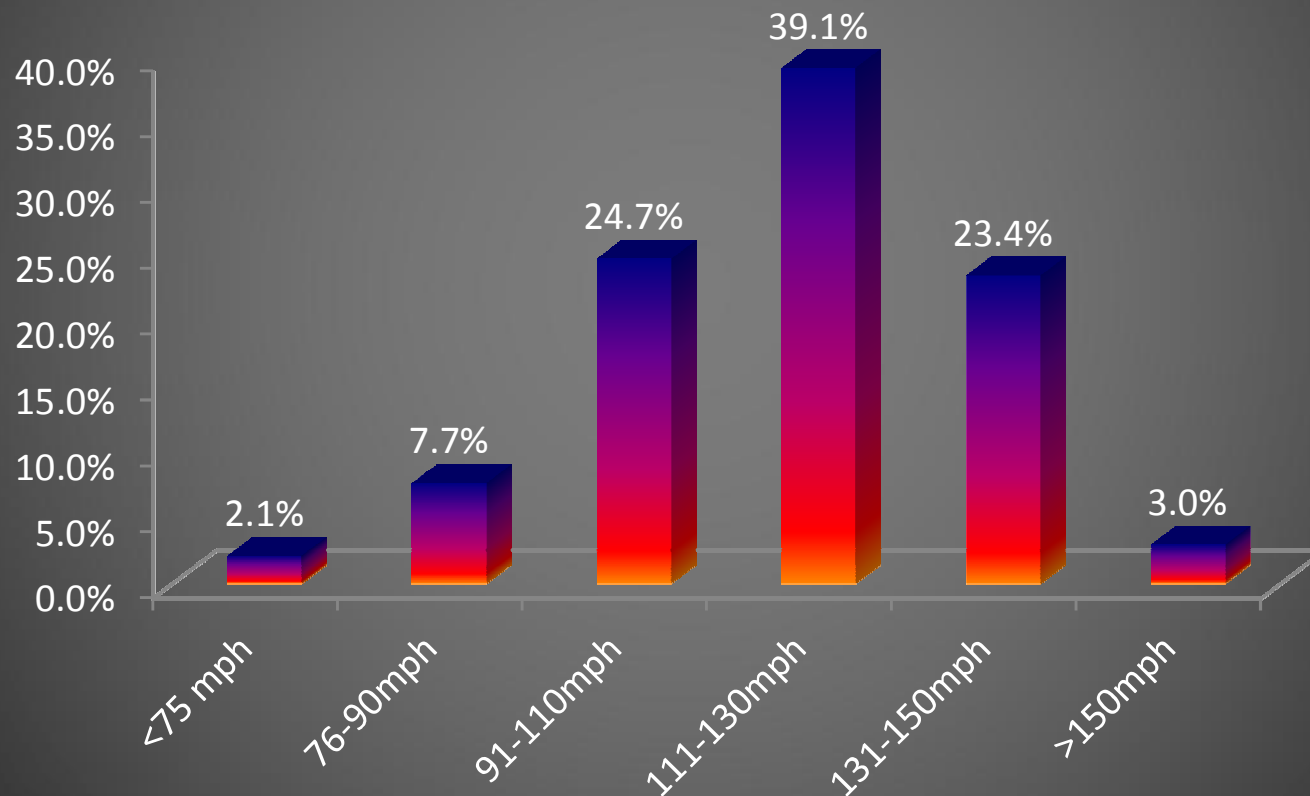
No. of Responses: 139

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



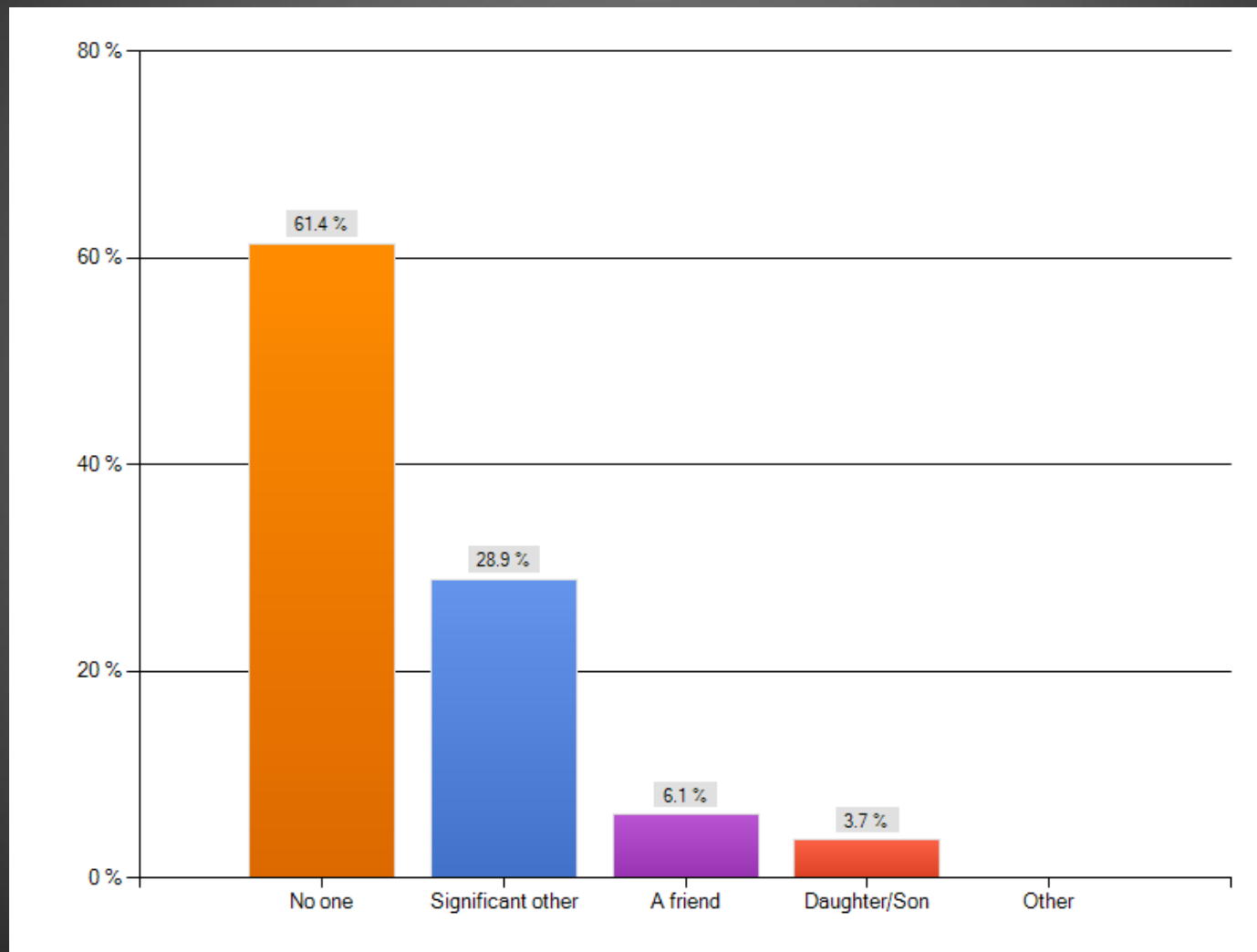
No. of Responses: 246

# Maximum Speed Reached?



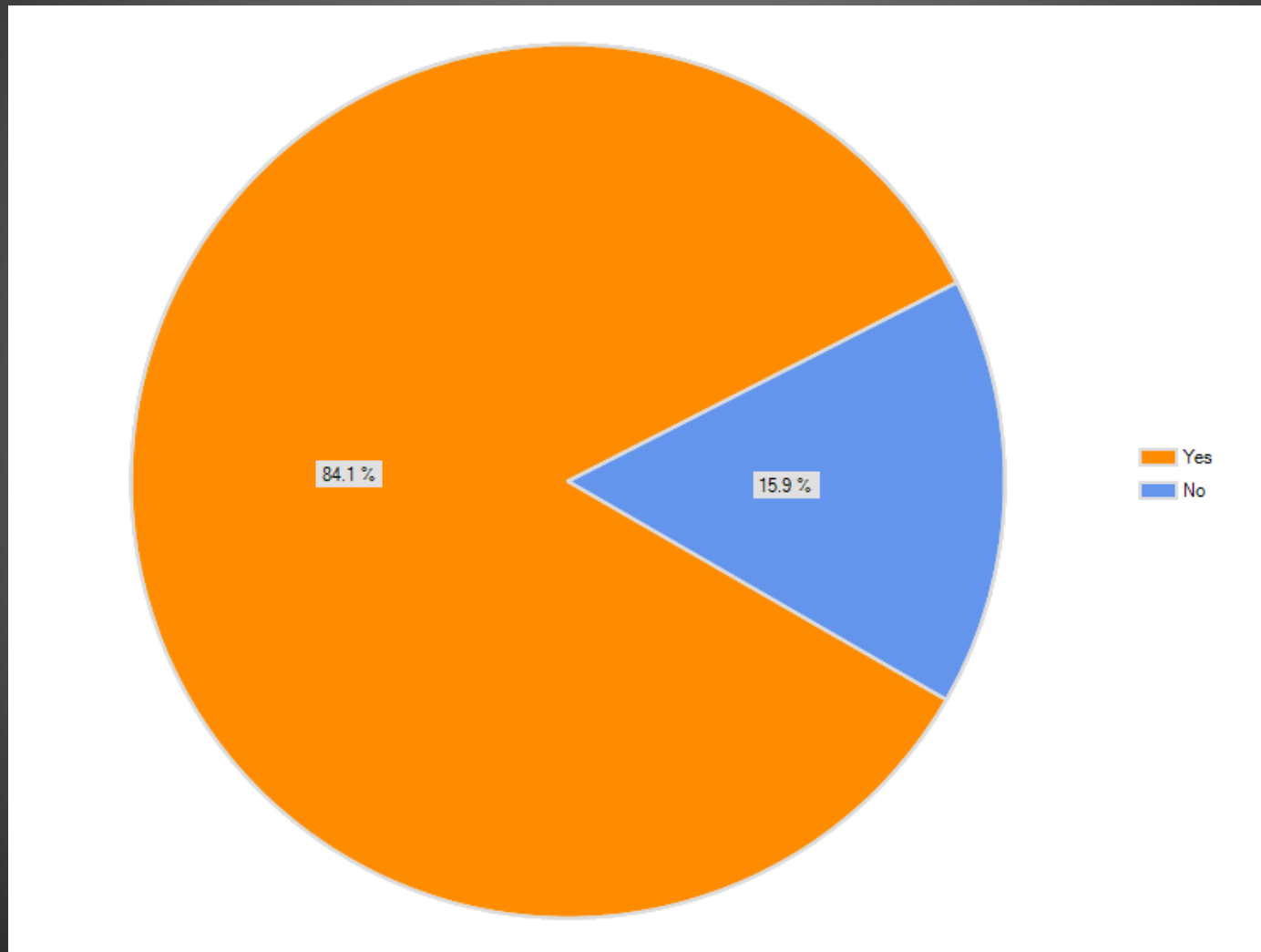
No. of Responses: 235

# Who Typically Accompanies You When You Drive Your Elise?



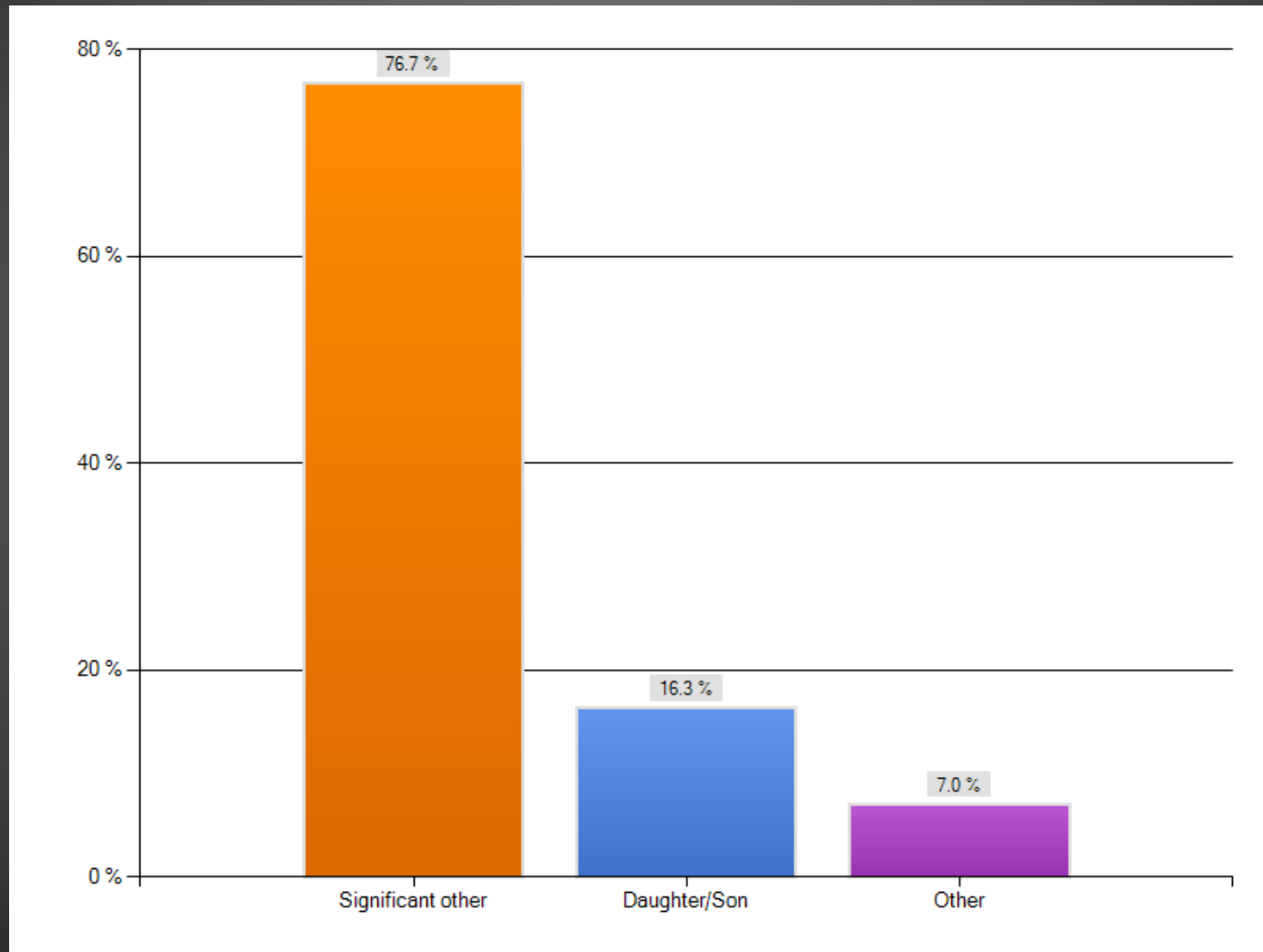
No. of Responses: 246

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



No. of Responses: 246

# Who Else In Your Household Drives The Elise?

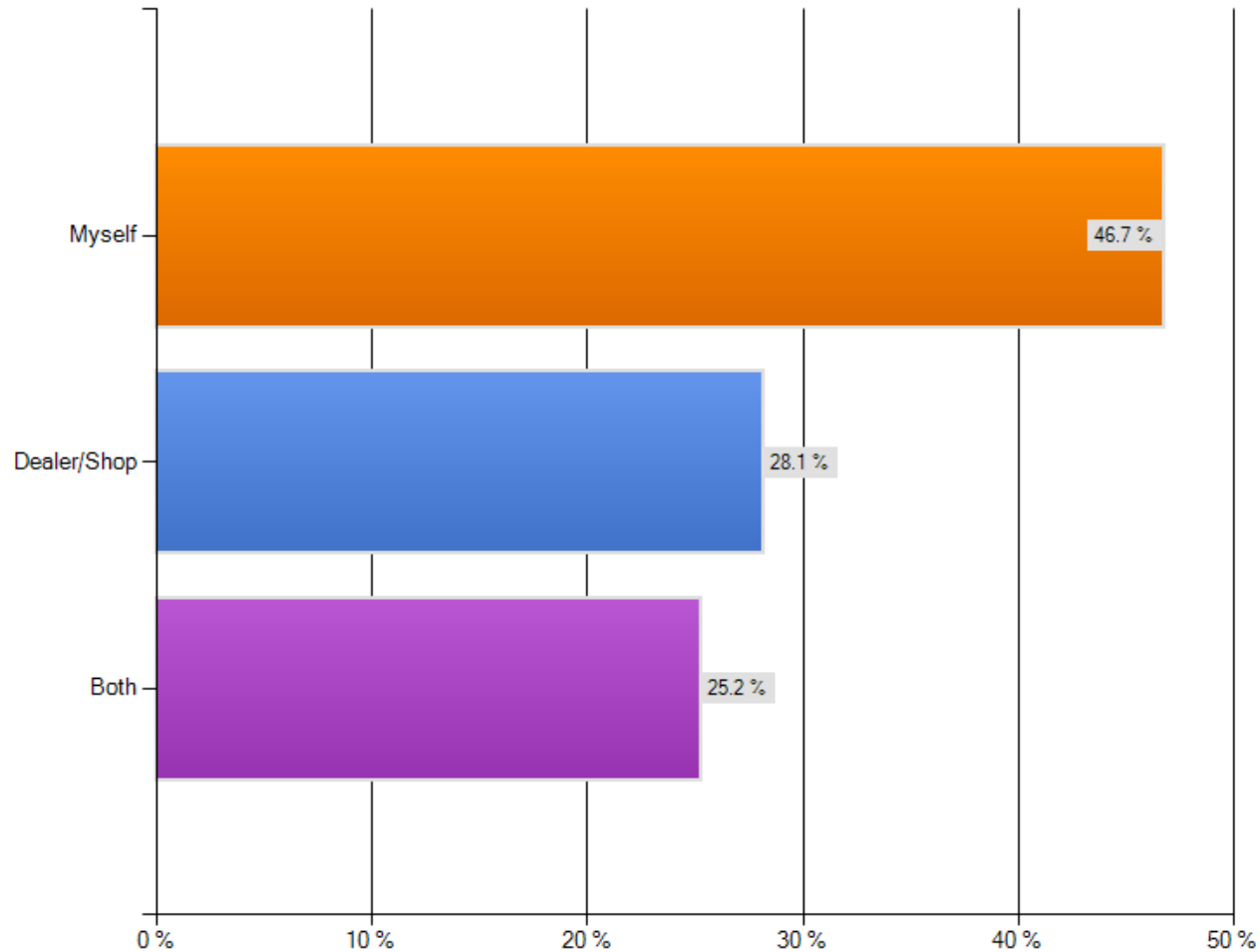


No. of Responses: 43

# *Service, Failures and Modifications*

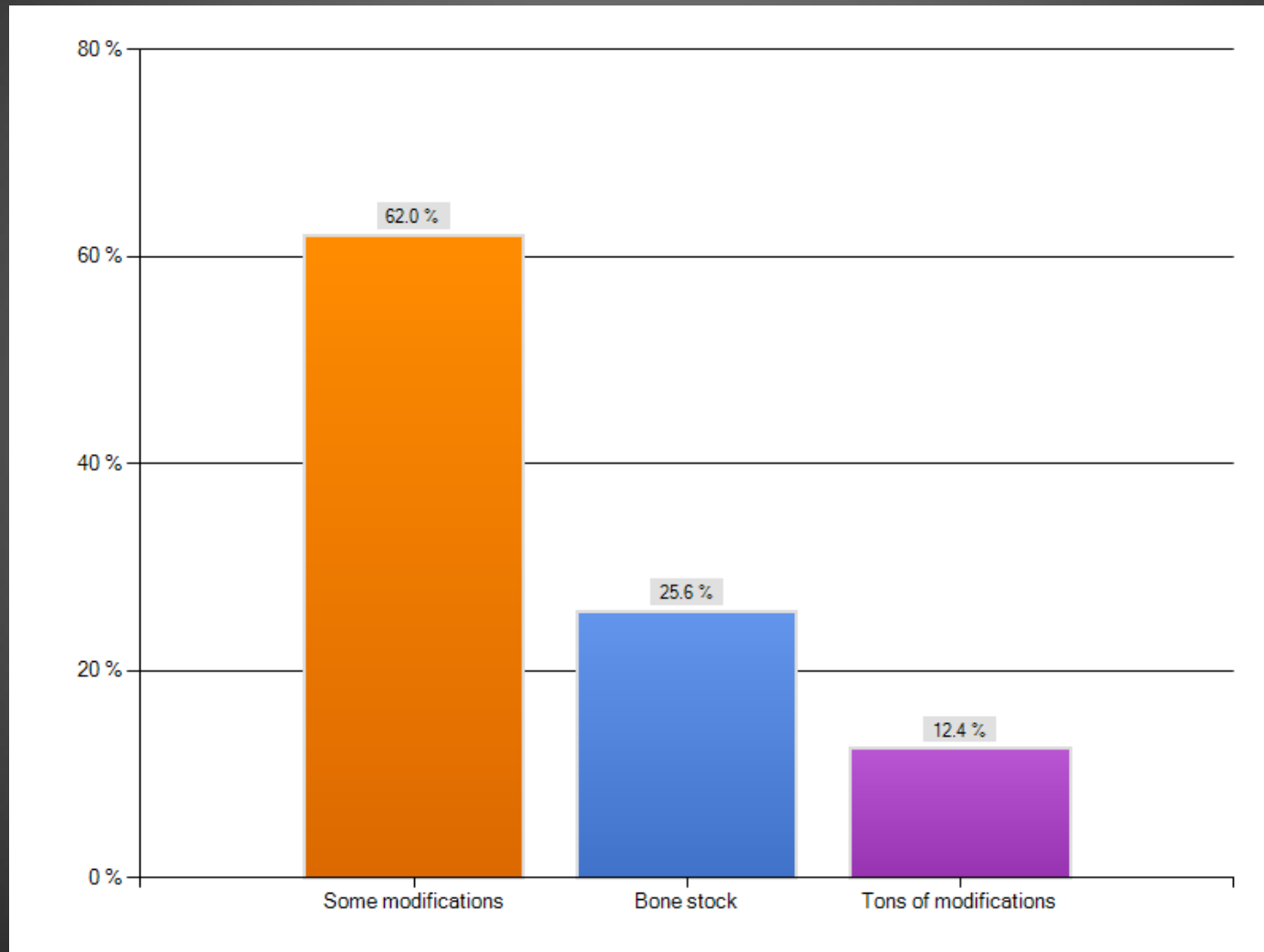


# Who Typically Services The Car (regular maintenance)?



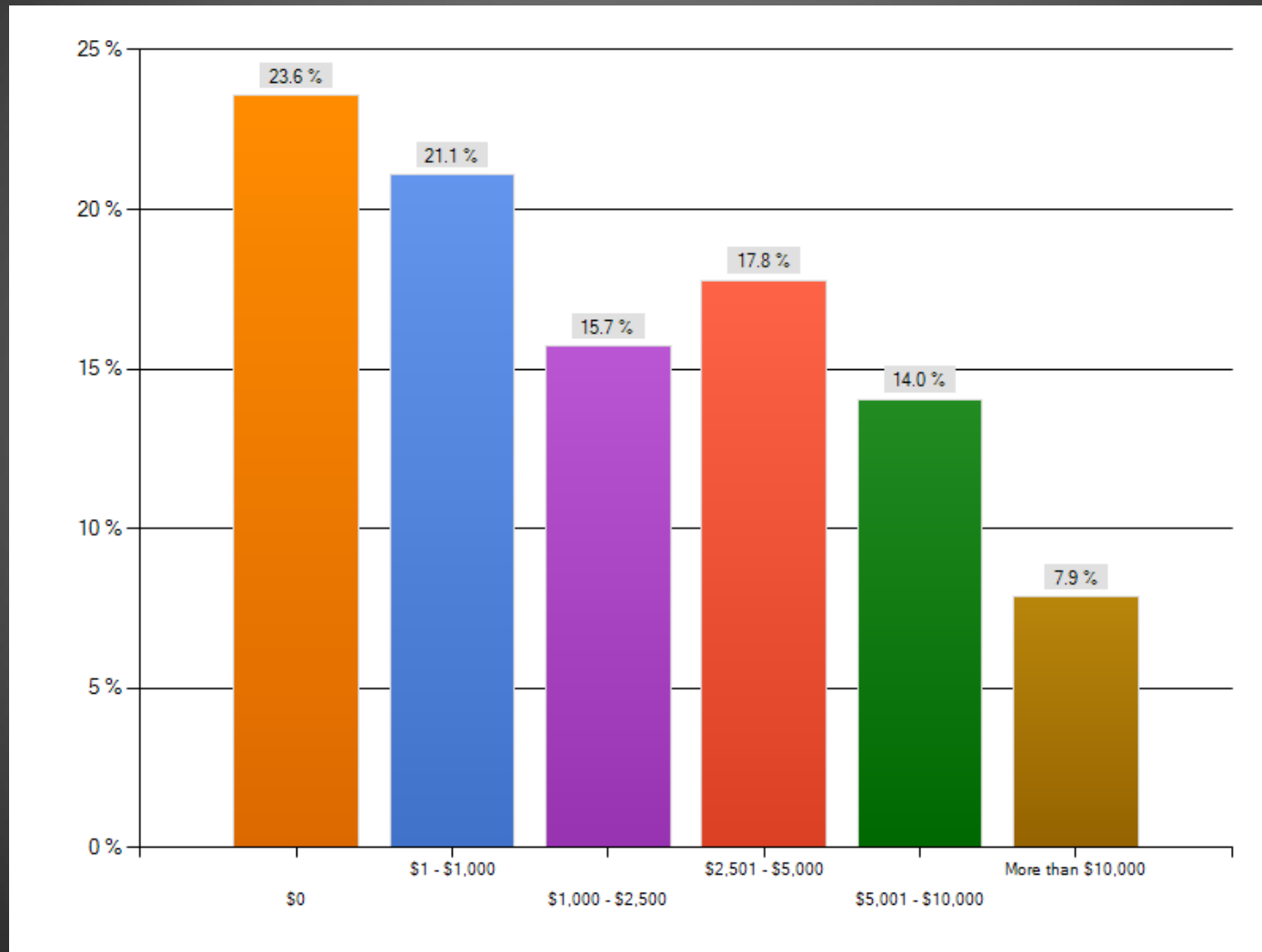
No. of Responses: 242

# How Modified Is Your Car?



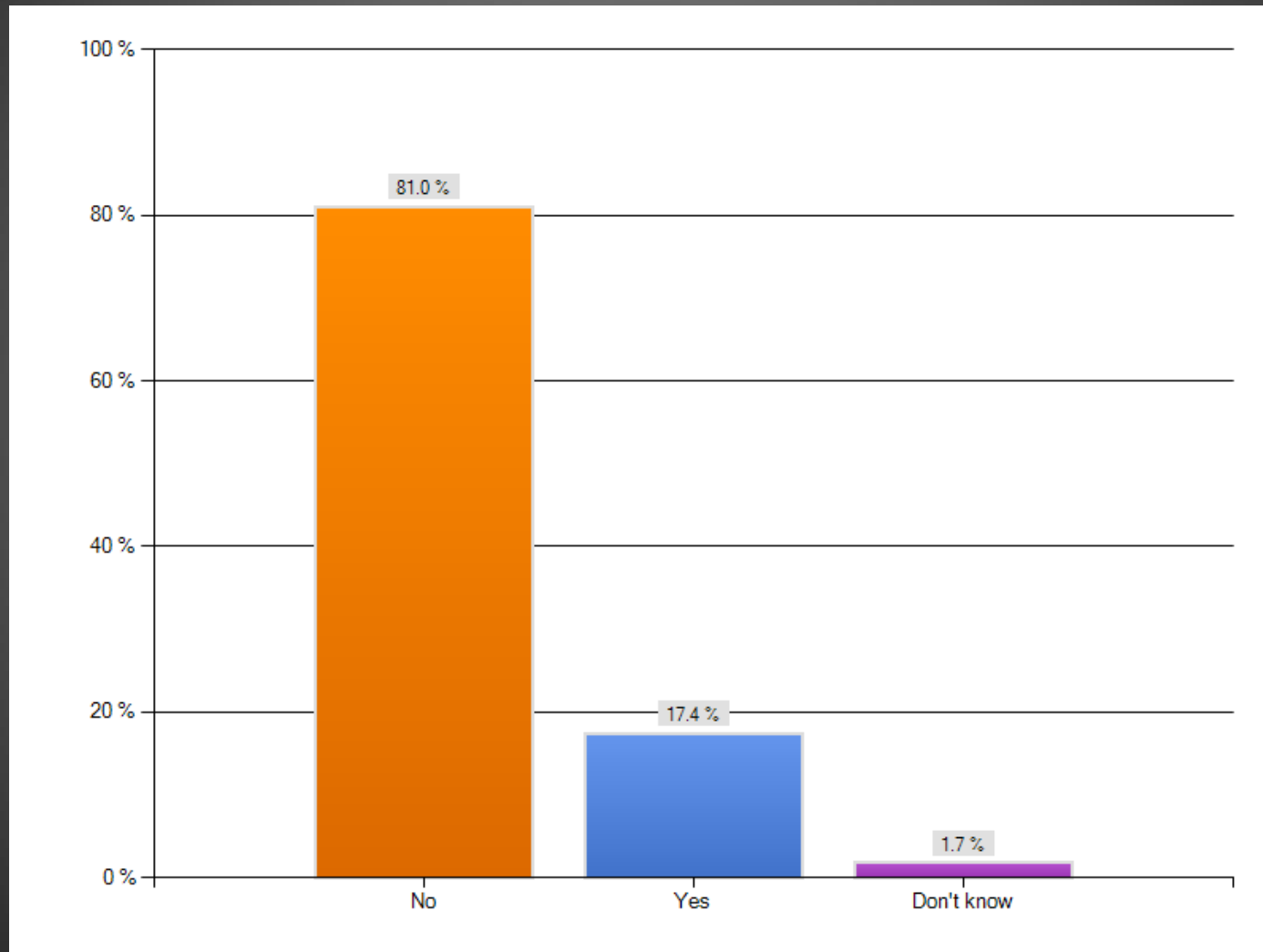
No. of Responses: 242

# How Much Money Have You Spent On Modifications?



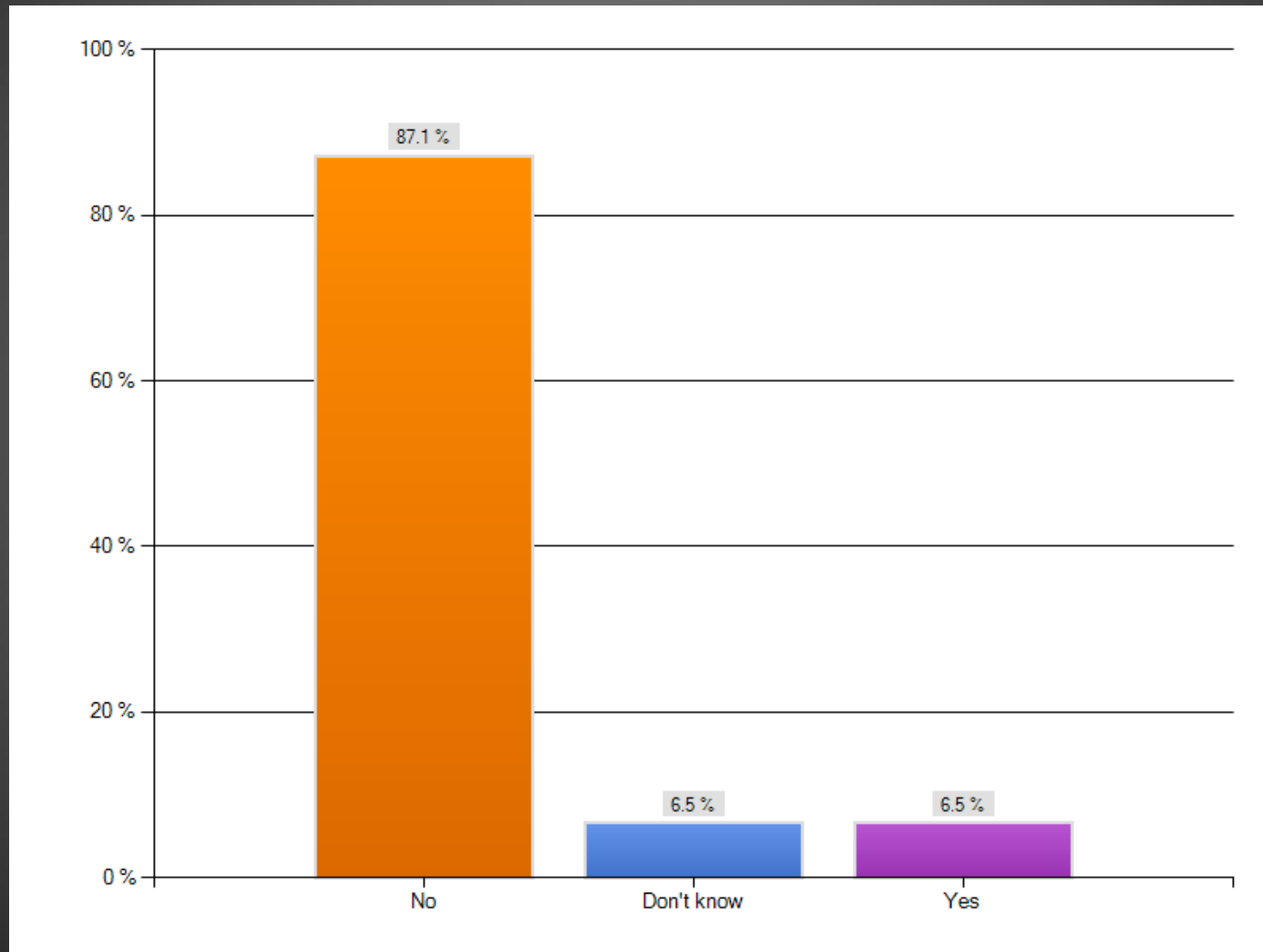
No. of Responses: 242

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



No. of Responses: 242

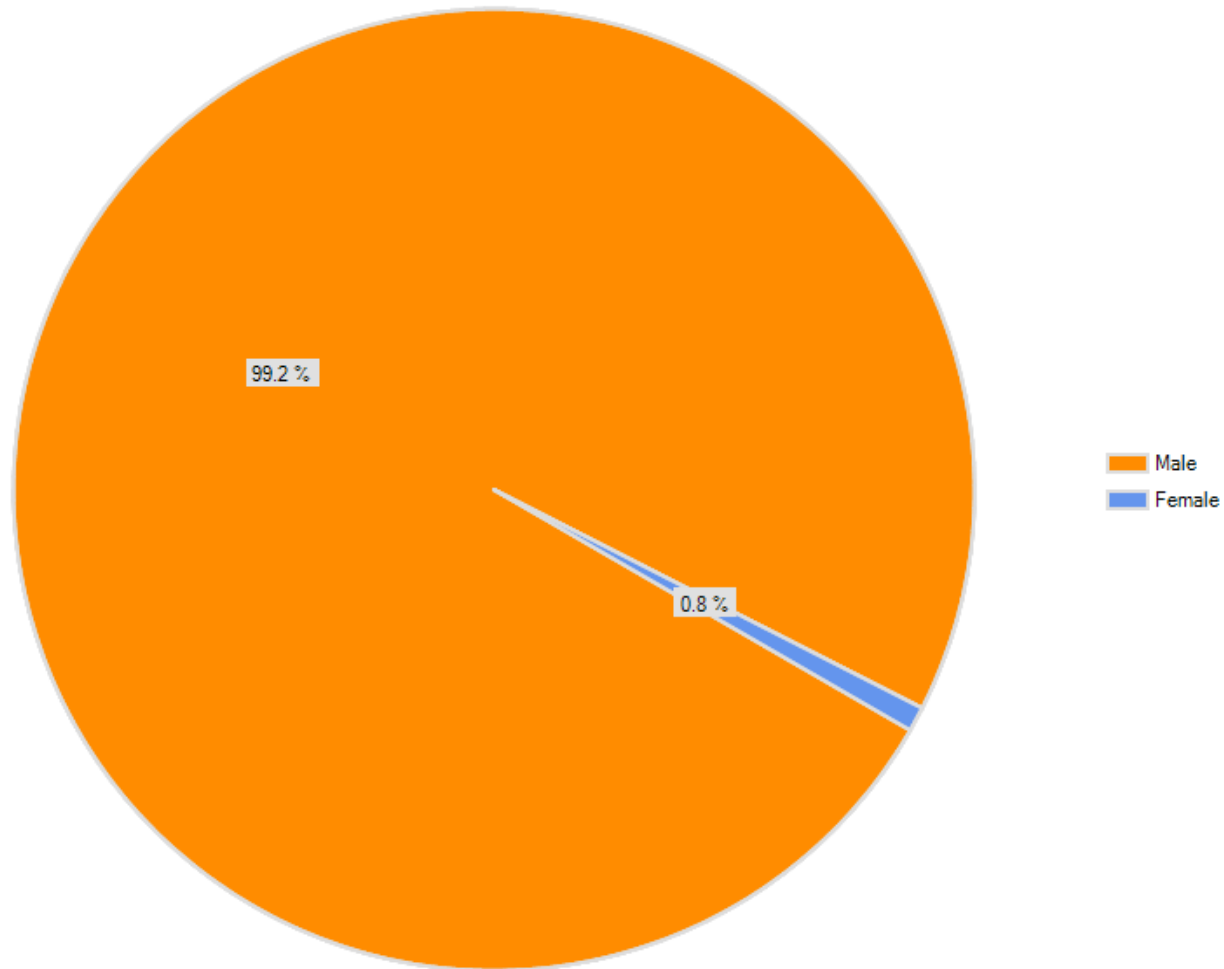
# Has Your Elise Ever Had An Oil Line Failure?



No. of Responses: 186

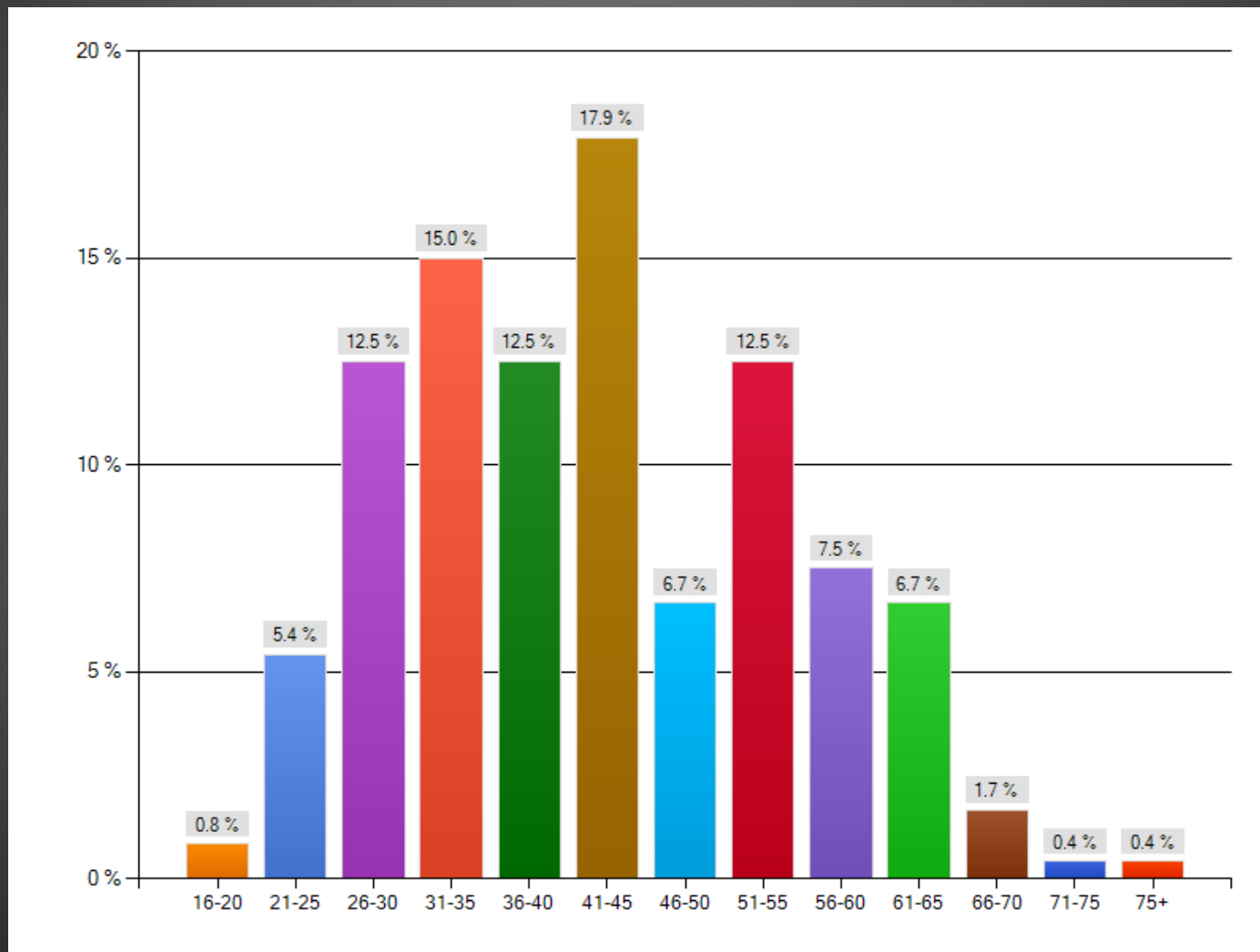
# *About Elise Drivers*

# Gender



No. of Responses: 240

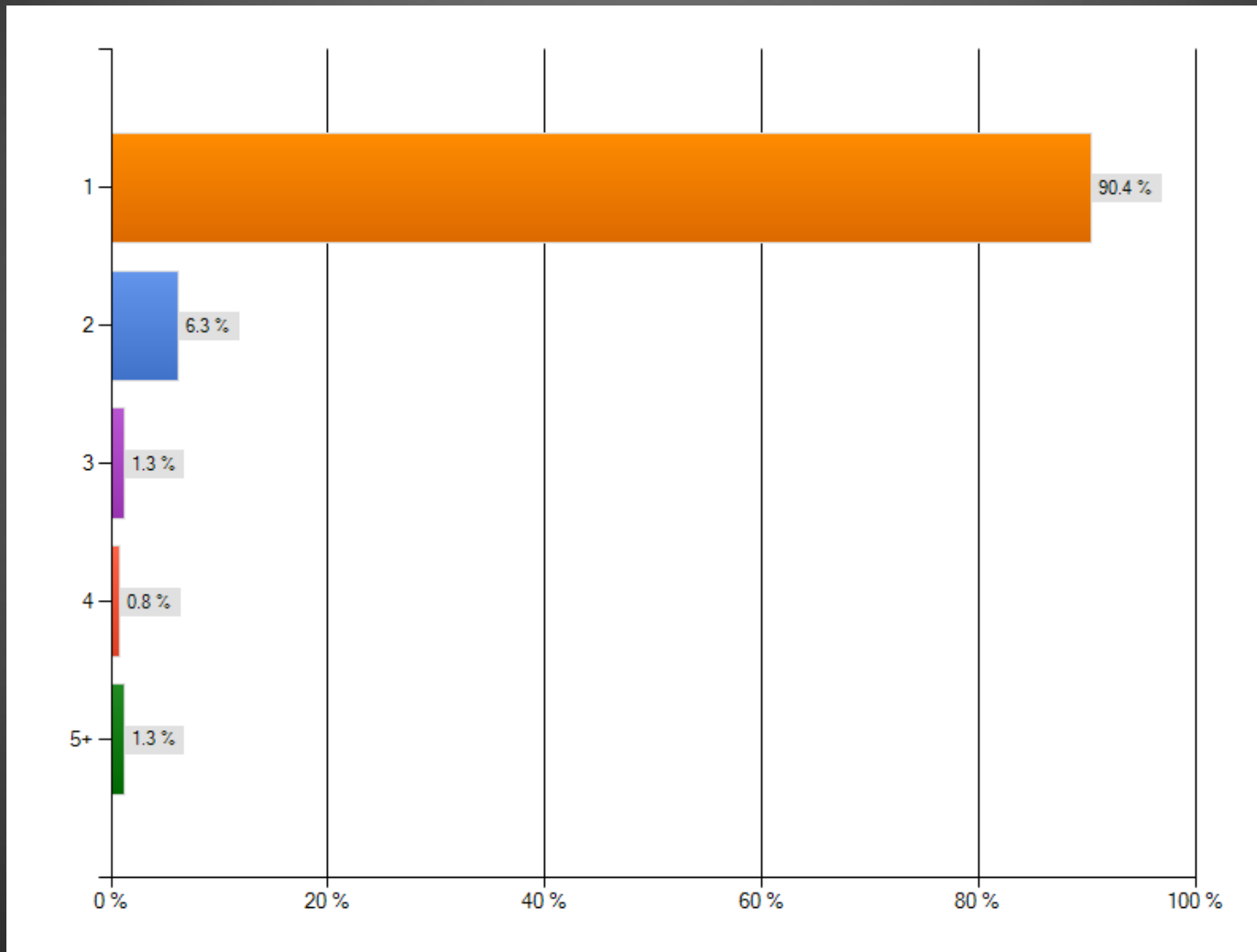
# Age Group



No. of Responses: 240

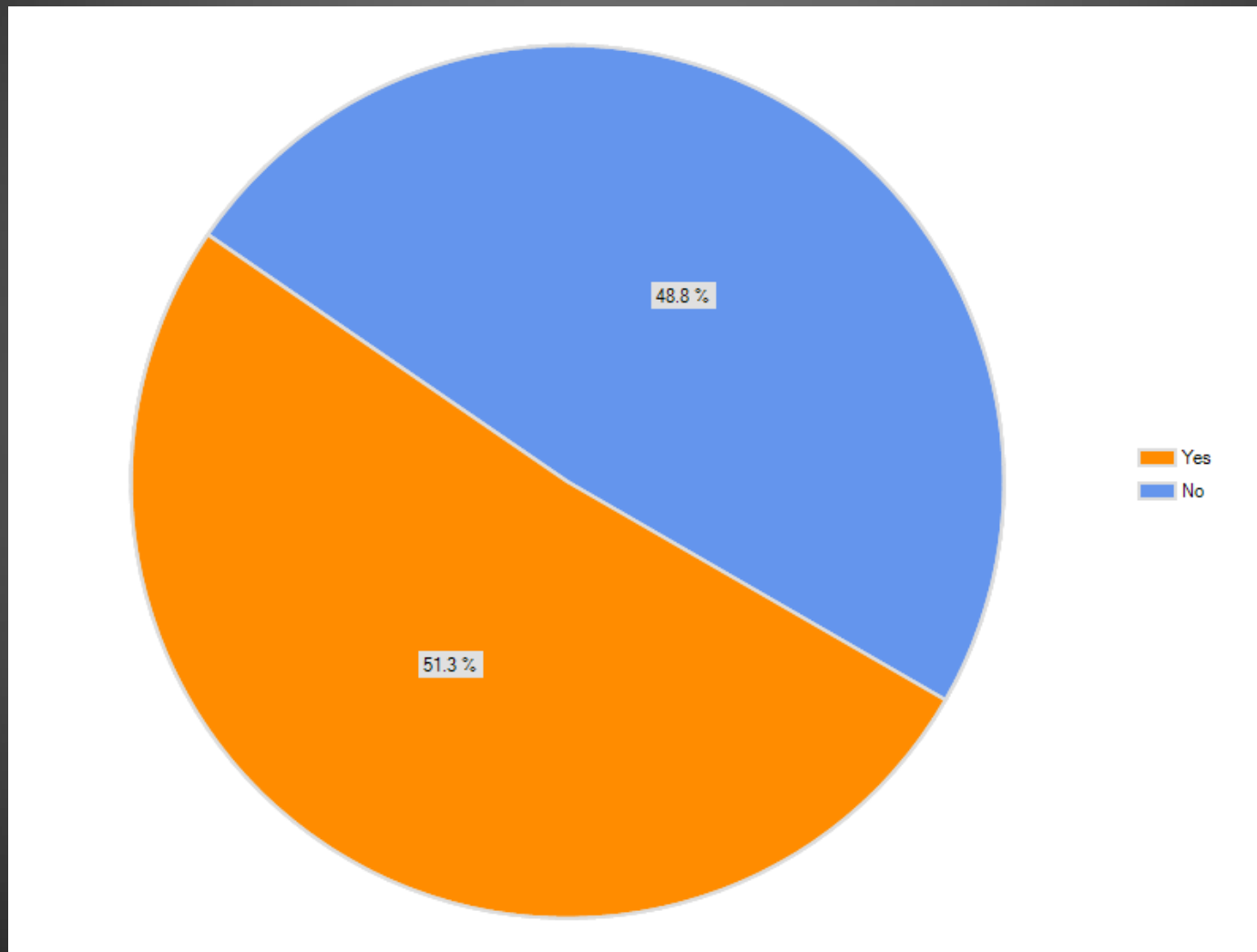


# How Many Elise Have You Owned (including your current Elise)?



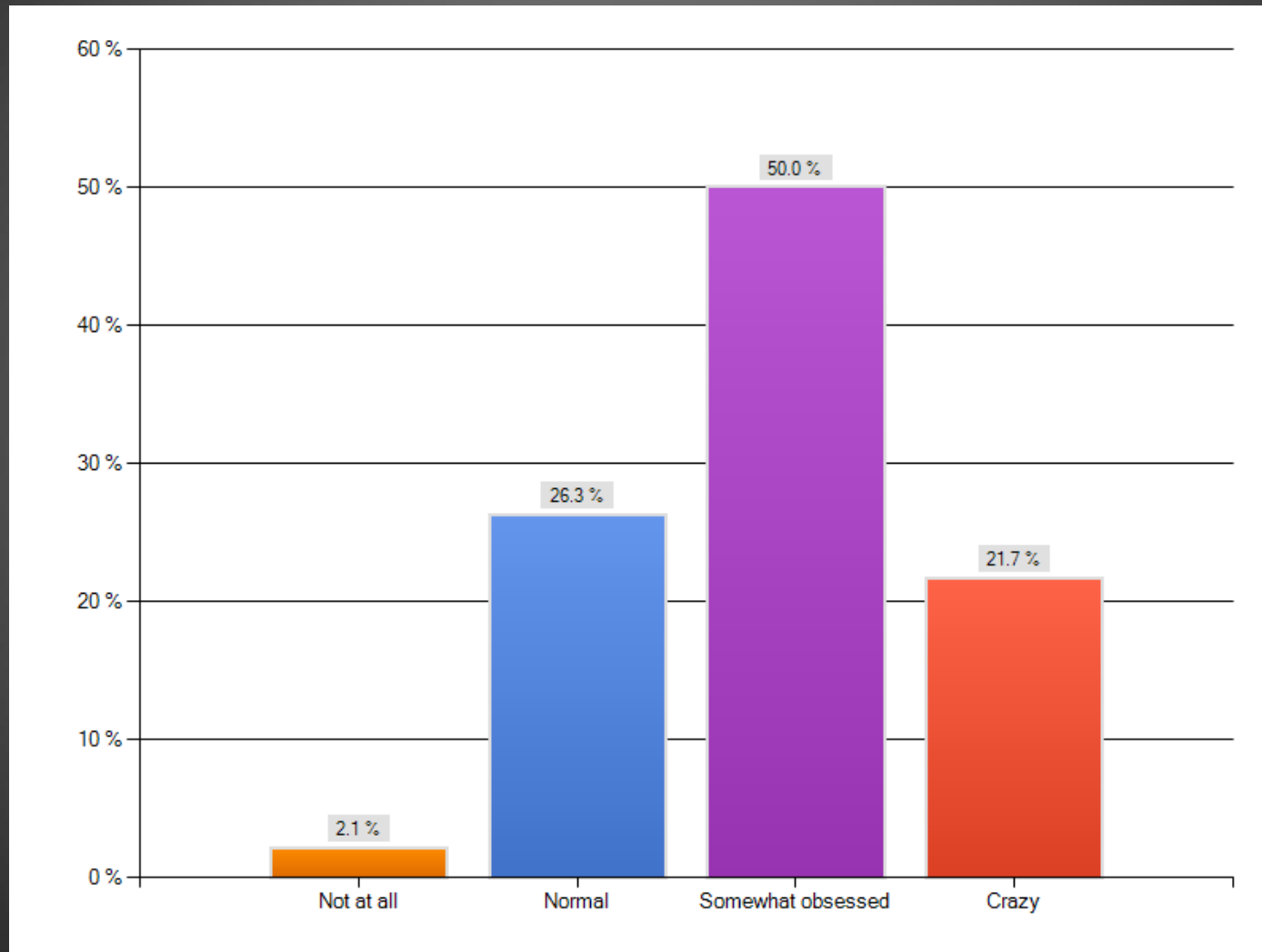
No. of Responses: 240

# Will You Consider Buying The New 2015 Elise?



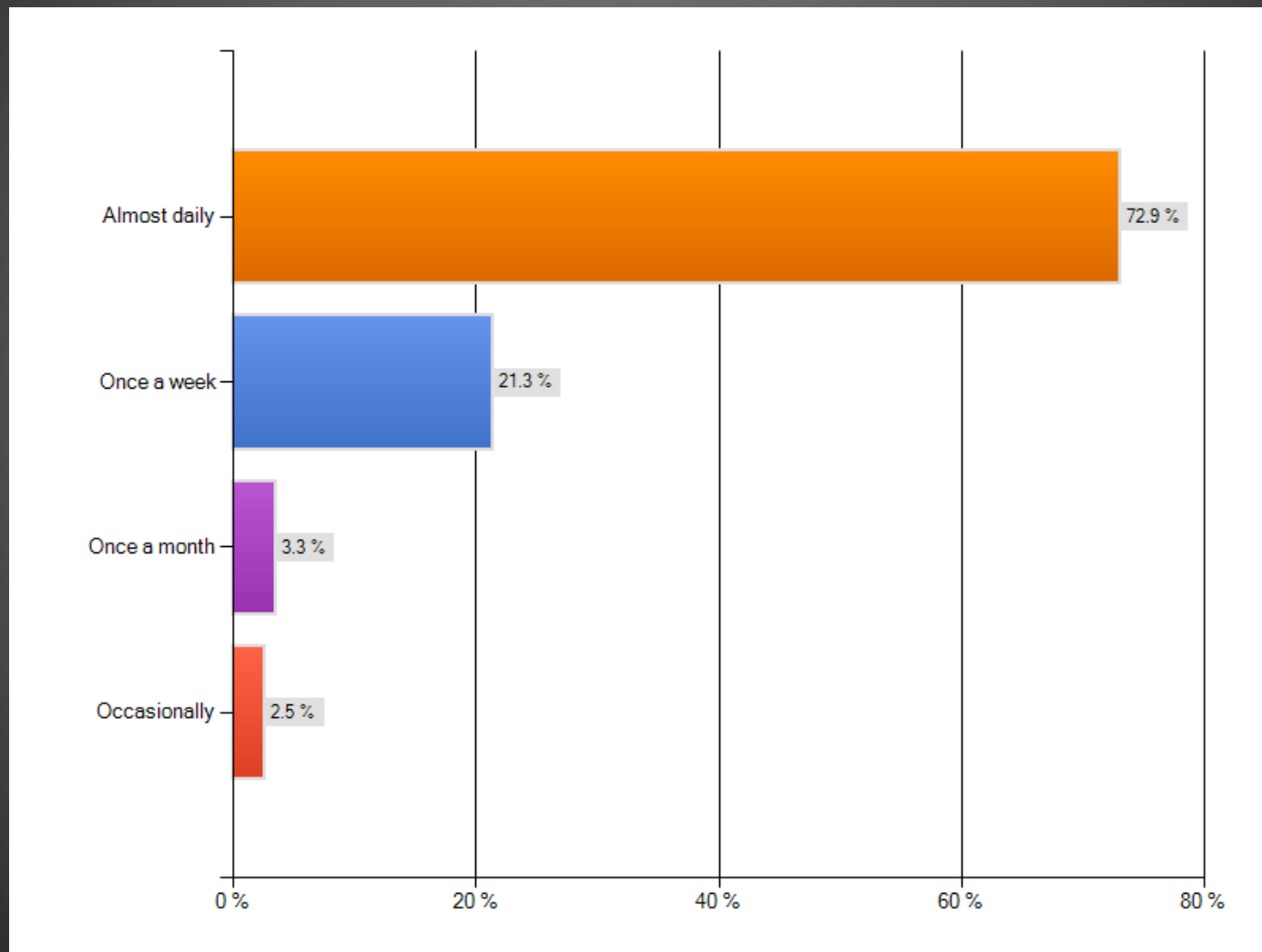
No. of Responses: 240

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



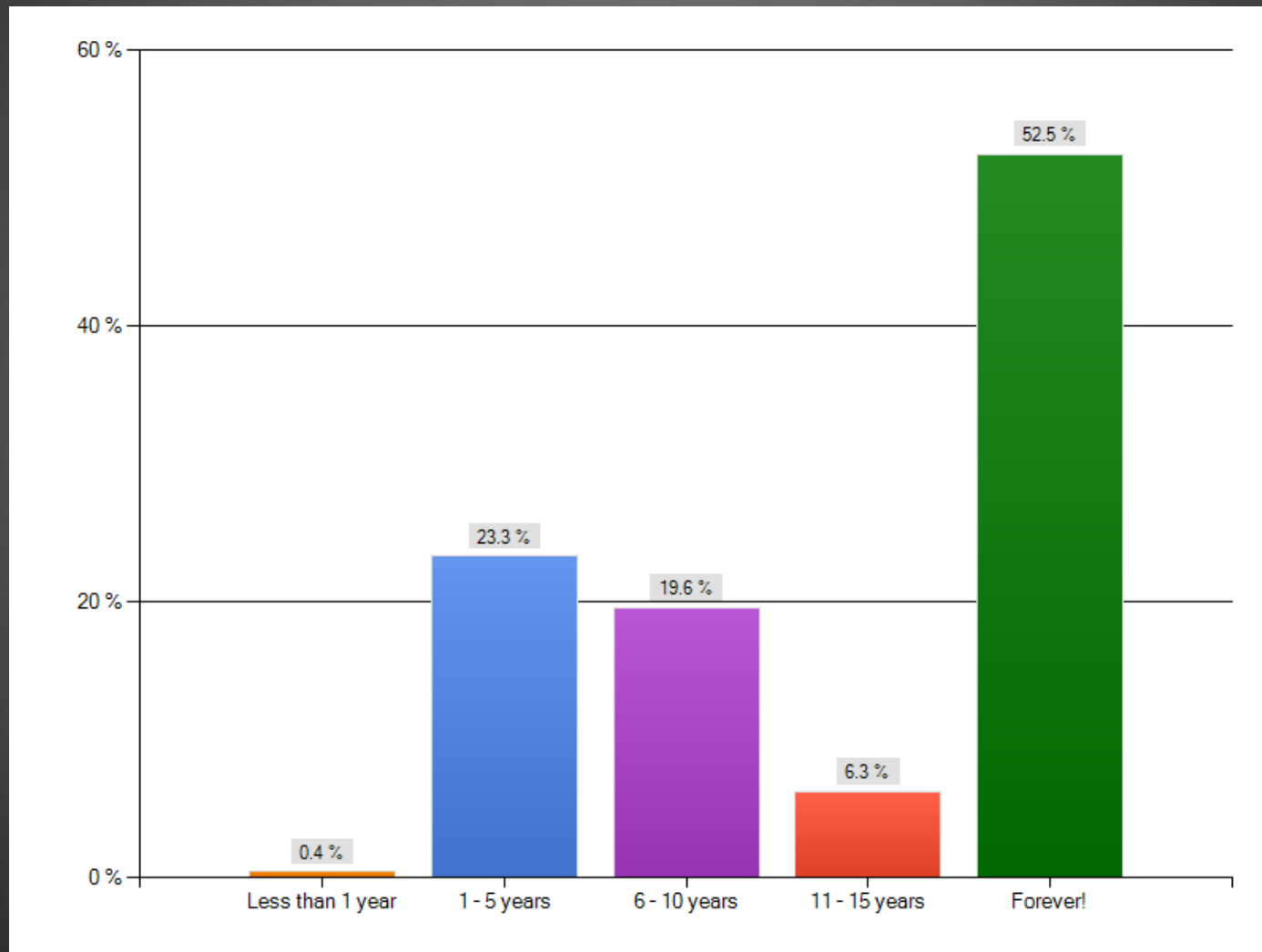
No. of Responses: 240

# How Many Times Do You Visit LotusTalk?



No. of Responses: 240

# How Long Will You Keep Your Elise?



No. of Responses: 240