



First Evora is Delivered to Customer

Matthew Melling of Twickenham, UK received the keys of a Storm Titanium Lotus Evora from Luke Bennett, Director of Lotus Cars Limited at the Lotus Headquarters where the new mid-engined 2+2 sportscar is hand built.

Many Lotus dealers around the world have already received their demonstrators and Lotus has, so far, received orders for the next 5 months of production. Demand for Lotus' award winning Evora has meant that 150 extra new manufacturing staff have been recruited to support assembly operations in Norfolk, UK, a very positive sign at a time when the global motor industry faces huge challenges. Full production is expected to reach the maximum rate by the end of November 2009.

Luke Bennett, Director of Lotus Cars Limited said, "It is quite an emotional time to deliver the first Lotus Evora to Mr. Melling. The whole team has worked incredibly hard to design, engineer and produce such a stunning and high performing sportscar and it is a great feeling to hand over the keys to the first customer today. The Evora has won many awards around the world already so we are not surprised that there is high demand for the car and I am sure that each customer who receives their car will be delighted with their purchase."

Matthew Melling, a customer of Stratton Motor Company, in Norfolk said, "I was determined to be the first in the world to get my hands on an Evora so with Stratton Motor Company's help, I laid down my deposit within seconds of the order books being opened last year. I have read all the press reviews of the Evora and am so excited about getting behind the wheel – what a great start to September!"

Picture caption:

Luke Bennett, Director of Lotus Cars (left) hands over the keys of the first customer Lotus Evora to Mr Matthew Melling at the Lotus Headquarters in Norfolk, UK.

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About Lotus

The main operating subsidiary of Group Lotus plc is Lotus Cars Limited, 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.

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, Exige, Europa and the new award winning 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.

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