

evolution

S T A F F B U L L E T I N

from now on life will be different

This years UK Motor Show will see the exciting launch of our latest evolution, the Lotus Elise. The amazing new stand, built for the Birmingham show, will be the venue for the first unveiling to the press on Tuesday 17 October 2000.

This newsletter will provide full details of the Elise and answer any questions you may have.

The brief was to make the best even better, to take the Elise into the future and reinforce Lotus core principles.

The result, 276 changes and nearly 900 new components. Combined they deliver improved functionality and refinement with better response, performance and agility.

Weighing 710kg*, you can be sure the Elise is still the lightest sports car to offer excitement and performance without compromising everyday practicality.

The Elise will continue to use the K series 1.8 engine, as we consider it a perfect partner for the chassis.

The entire engineering process has taken just twelve months - an outstanding achievement. But as many of you will know we have involved virtually the entire Lotus design and engineering team on the project and utilised the latest digital technology.

What is crucial is that we have not compromised our core principles of performance through lightweight, innovation, purity and excitement. The Elise still exists in a class of its own.

* Prototype vehicle data



Birmingham Motor Show 2000 - the launch of the Elise

Birmingham will see the unveiling of the Elise. The Motor Show stand, 612 square metres in size, represents a serious investment and will position our brand as a major player in the sports car market.

The stand will be a totally interactive experience and includes

an Internet cafe, executive VIP area, merchandise/accessories display and more.

So why not come along and see it for yourself, the show is on from the 19th - 29th October. Tickets are available from the Birmingham NEC on 020 7235 7000.



ELISE

the opportunities for us

“The Elise continues to represent everything that is special about this company and the people who work within it. With unique Lotus qualities and unrivalled performance, the Elise forms a significant part of our strategy. Delivering a car this fantastic to a customer is going to be a real pleasure.”

David Godber - Head of Lotus Cars

press assessment

Lotus will be inviting the top 50 European journalists to Hethel later this year to experience the Elise both on the road and on the track. This will be the first phase of the press activity.

This will generate a substantial amount of press coverage, which together with other promotional activity, will increase footfall into our dealerships.

staff viewing

The Elise will be on display in Factory 5 between noon and 2pm on Tuesday 17th October 2000.

If you'd like to view the car please ensure you bring your Identity Card with you.

“We have left no stone unturned in our search for perfection with this car, I believe it is a modern legend.”

Steve Crijns - lead designer on the Elise



Elise 1 to 500

The first 500 cars will be built with 350 Race Tech and 150 Sports Tourer option packs. The specifications for these packs are detailed on the next page.

why a pre-determined launch stock of 500 cars?

To maximise the impact of the launch, the new programme has remained strictly confidential.

To start production before the launch, to minimise delivery time, and to give suppliers forward visibility of parts requirements, we have pre-determined the specification of the first 500 cars.