



London Group Newsletter

March 2009



London's Premier Lotus Dealer *London Group* Takes Delivery of the EVORA Demonstrator in May 2009

The much anticipated and acclaimed Lotus Evora is soon to arrive, after an *extensive development Programme* lasting 27 months.

The first 200 to be produced will be special Launch Edition cars. Following which, customers have the opportunity to personalise their own spec. London Group is delighted to give you the opportunity to become one of the first deposit holders of what is to be the finest car of the year.



Launch Edition £58.450

The first 200 will be built to the highest standard specification, including 2+2 seating, Tech Pack, Premium Pack, Sport Pack, Hi-Power Silver Cast Alloy Wheels, Bi-Xenon Headlamps, Alpine Imprint Audio System, Reversing Camera and Electric Powerfold Windows.

It comes with Ardent Red or British Racing Green as standard, with all other colours as a cost option. Further customisations include wheel styles, body and door handle colour coding, with a range of pallets from Metallic, Lifestyle and Premium.

As an exclusive Launch Edition customer, you will be able to collect the car from Hethel, with a personal handover from a key member of the Evora project team.

Lotus Evora in Summary *£47,500-2+0 / £49,874-2+2 *Full Evora Pricing and Options attached

The Lotus Evora enters the sportscar market as the only mid-engined 2+2 in production, although also available in 2+0 with rear storage. It is designed for people who desire exotic sportscar characteristics of stunning design, exclusivity, dramatic proportions and performance. It offers real-world usability with a unique sense of occasion. Powered by a 3.5 litre V6, the car employs innovative lightweight chassis technology to ensure all-round dynamic performance – maintaining the great Lotus tradition.

Its performance is spectacular, achieving zero to 100 km/h sprint in just over 5 seconds with a top speed of over 260 km/h. Emission figures have shown to be equally impressive, and are class leading in line with Official European standards.

Inside, the Lotus Evora is fittingly luxurious, with sumptuous leather surfaces complimenting contemporary high-tech features. The driver sits in cockpit-esque surroundings. A beautiful dash boasts flush-mounted controls lit up by LED haloes, stylish speedometer and rev counter, ensuring controls are both attractive and accessible. Styled in-house by Lotus Design, the Evora's sophistication brilliantly disguises the passenger space at the rear of the cabin - giving the appearance of a small, nimble sportscar, while in reality having extensive internal space.

Presenting the New Lotus Exige S - 2010 Model Year

The exciting new 2010 Model Year Lotus Exige S boasts a newly designed front end, a new rear wing and impressive emissions of just 199 g/km CO₂.

The Exige is a renowned high performance coupe, with superb performance both on road and track.



Lotus has always pursued efficiency and fuel economy and for the 2010 Model Year Lotus Exige S, Lotus has reduced the emissions to only 199 g/km CO₂.

Its fuel economy is an impressive 8.5 litres/100 km on the Official European Combined Cycle and a mere 6.5 litres/100 km on the Official European Extra Urban Cycle.

Performance

The 2010 Model Year also sees the introduction of a few key changes to the Exige to enhance the look and improve aerodynamic performance. A restyled front end and new larger, rear wing not only reduce drag, but also give a more muscular stance enhancing the lightweight shrink-wrapped look of the whole car.

The composite rear wing is based on the design from the Exige GT3 road car concept shown at the Geneva Motorshow in 2007. This new design not only increases the stiffness of the whole structure but also ensures that as much of the airflow as possible passes over the rear wing. This clever engineering increases stability reduces drag and maintains the impressive downforce figures of 42 kg at 160 km/h.



Design

The restyled front end includes a larger, more angular air intake mouth to help funnel more air through the radiator, to improve the efficiency of the engine system. Ahead of the front wheels two larger air intakes increase the airflow to the twin oil coolers, while the high design horizontal vanes through these coolers adds further cooling efficiency.

Mounted below the three new air intakes is a new aerodynamic splitter for the car. Made from lightweight composite, the splitter is now extended to wrap around the whole of the front end, and chiselled side lips are raised to deflect air around the tyres to reduce drag.

Roger Becker, Director of Vehicle Engineering said, "The changes we have made to the Exige for 2010 Model Year are quite subtle when taken individually, but taken as a complete package they make significant improvements to aerodynamics and the overall look of the car."
