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NEWS RELEASE

## Evora Carbon Concept Makes Motor Show Debut

The multi-award winning Lotus Evora provides the basis of the stunning carbon design concept unveiled at the 80<sup>th</sup> Geneva Motor Show. The car boasts a stylish carbon fiber, leather and alcantara interior, aggressive carbon diffuser and an evocative high tech composite body.

The Evora Carbon Concept car emphasizes Lotus' motorsport pedigree, utilizing beautiful high quality materials with exposed carbon fiber and plush alcantara. The striking white concept car is finished in an advanced water based pearlescent paint that contrasts with the exquisitely finished weave on the carbon fiber panels.

The head turning looks of the Evora Carbon Concept car provide a more purposeful, planted stance with the car looking lower and more aggressive. This styling direction is continued with a structural carbon fiber roof, Lotus Motorsport influenced carbon diffuser and carbon splitter. The Evora Carbon Concept car retains the same class leading handling and high tech aluminum bonded and extruded chassis of the production car.

The contemporary interior of the Evora Carbon Concept car combines the luster of the carbon panels with perforated leather and matt alcantara. The bespoke interior uses swathes of sumptuous grey alcantara to cover the footwell, dashboard and roof. The soft texture of the leather and alcantara are juxtaposed with the hard surfaces of the carbon fiber panels to provide a satisfying sensory experience.

The Evora Carbon Concept car has diamond cut forged 19" alloy wheels front and rear, shod with Pirelli P-Zero Corsa tires (235/35 wide front and 285/30 wide rear). The wheels and tires give the Evora real presence filling the wheel arches and giving the car a purposeful appearance.

Donato Coco, Director of Lotus Design commented, "The design of the Evora Carbon Concept car features exotic, high tech materials that offer a good synergy with the Lotus brand image, expressing our motorsport heritage and history of stylish sports cars for which Lotus are renowned."

**ENDS**

### Notes

#### About Lotus

The main operating subsidiary of Group Lotus plc is Lotus Cars Ltd, which has two operating divisions - Lotus Engineering and Lotus Cars. Lotus Engineering is an internationally recognized automotive engineering consultancy based in Norfolk, UK. Global facilities include those in Michigan (USA), Kuala Lumpur (Malaysia), China and offices in Germany and Japan, with rapid expansion in new territories such as South East Asia.

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.

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Lotus Cars builds world class, prestige, high performance sports cars for sale in 37 countries. These include the iconic Lotus Elise, the Exige, the 2-Eleven and Lotus' latest model, the 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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**High-resolution versions of the following three photos of the Lotus Evora Carbon Concept can be downloaded from the Lotus Cars USA, Inc. Media Site at:**  
<http://www.lotuscars.com/MediaCenterDocuments.aspx>

