



## LOTUS CARS LTD.

### **A LEGEND RETURNS TO MOTORSPORT**

After a brief absence, Lotus is charging back into the motorsport arena with its own innovative one-make series and a stunning new Elise-based racing car. The aim of the Lotus Sport Elise series is to bring some fun into the sport, make it truly entertaining for spectators and drivers alike.

So every year the format of the championship will be updated to keep it at the forefront of European motorsport. That should be challenging enough to keep everyone on their toes, make the racing tight and exciting, and provide a thrilling spectacle for hundreds of thousands of spectators.

Of course, racing is in the blood at Lotus – Colin Chapman started racing back in 1948, in a lightweight trials car – and the company has competed successfully in Formula One, the Le Mans 24 Hours, international GT racing, and in club level competition, and is renowned for pushing forward the boundaries of the sport.

The new Lotus Sport Elise series continues that great tradition of bringing fresh ideas onto the track. Not only will the series be run by the factory, but also Lotus will find all of the major sponsors who will each be allocated an Elise racecar with branding and colours unique to that sponsor. Sponsors will compete and earn points in a Car Sponsors “Constructors Challenge”. The Lotus Sport Elise racecars will be supplied, maintained, set up and transported to and from events by the factory. All that drivers need do is pay, then show up and race.

As well as running its own race series, Lotus Motorsport will provide technical support and race products for privateers wishing to enter in national race series throughout the

world, and will offer performance parts to existing Lotus owners competing at club racing level. The Lotus Sport Elise racecar proves the theory of racing improving the breed because every part can be bolted directly on the standard Elise. Lotus Sport will ensure that new racing developments are on sale, to anyone wishing to upgrade the performance of their Elise. That, of course, is the rational justification for the series; although of course the other reason for the series is that motorsport is fun and everyone at Lotus is a motorsport fanatic!

### **The series in detail**

In 2000, the inaugural Lotus Sport Elise series will provide the support for the world's most popular touring car championship, the BTCC. The Lotus Sport Elise series will fill the gap between club racing and the various national GT series.

The BTCC regularly attracts crowds of 30,000 and represents an excellent promotional platform from which to launch Lotus' return to the motorsport arena. The series will also feature 'Lotus on Tour' European racing at a selection of world famous continental Grand Prix circuits.

Lotus Motorsport will own and run all of the cars in the series. This includes the build, set up and maintenance of up to 25 Motorsport Elises. The factory will also be responsible for transporting the cars to and from events around Europe, which a special fleet of Lotus Motorsport-liveried trucks will handle.

The cost of the series will be £55,000 + VAT representing extraordinary value for an international series of this calibre. Included in the package will be overalls, test days, practice sessions, race day engineers and mechanics, and paddock hospitality, and, of

course, the immense technical back-up of Lotus Motorsport. There will be prize funds for each round.

As part of the sponsorship package, major sponsors will have a Sport Elise painted in their own livery, enjoy corporate hospitality at both the Lotus Motorsport Race Centre at Hethel and at race tracks, have paddock and factory passes, and will be able to attend driver activity days at Lotus.

In addition to its own race series, Lotus Motorsport will now be the official technical centre for forms of motorsport involving Lotus products. Lotus Motorsport will provide full technical back-up and supply race parts for privateers wishing to compete in national race series around Europe, and give advice and support to Lotus owners competing at club level.

### **The Lotus Motorsport Elise**

From the outset it was always the intention that the Elise should go racing, and now, in the dramatic form of the Lotus Motorsport Elise, that's precisely what it's about to do.

But although it's based on the remarkable chassis of the road-going Elise, the Motorsport Elise is pure racecar. It has restyled bodywork, including an aerodynamic hardtop, race-specification suspension and brakes, a full roll-cage and safety equipment, and a competition-spec 1.8-litre K series engine producing in excess of 200bhp.

The Lotus Motorsport Elise is for track use only – it's available to privateers wishing to compete in national race series, as well as to competitors in the Lotus Motorsport series – and won't be presented as a road car.

Ends.