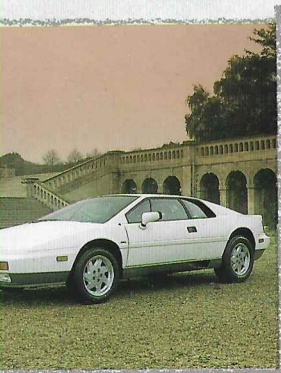


L O T U S C A R S



I N T R O D U C T I O N



*i*n celebration of the company's achievements of the past 40 years, the mood at Lotus is not one of reflection or nostalgia. Though much of today's success is a consolidation of past accomplishments, what matters more is the future and our continuing commitment to total customer satisfaction. Lotus is making dramatic progress, on course to record a whole series of major advances.

Our model plan for the 1990's, for instance, offers some exceptionally exciting concepts. At the same time, many of the far-reaching benefits of our R&D programmes are coming to fruition. Some of these are destined to challenge long accepted standards, particularly in the areas of vehicle dynamics, performance and the in-car environment.

With work on innovations such as Active Suspension and Anti-Noise at an advanced stage, Lotus is now poised, secure and confident, building on the achievements of the past and ambitiously preparing for the future. I hope very much that these pages will give you some insight into Lotus 40 years on, and that you will enjoy reading them.

Michael Kimberley



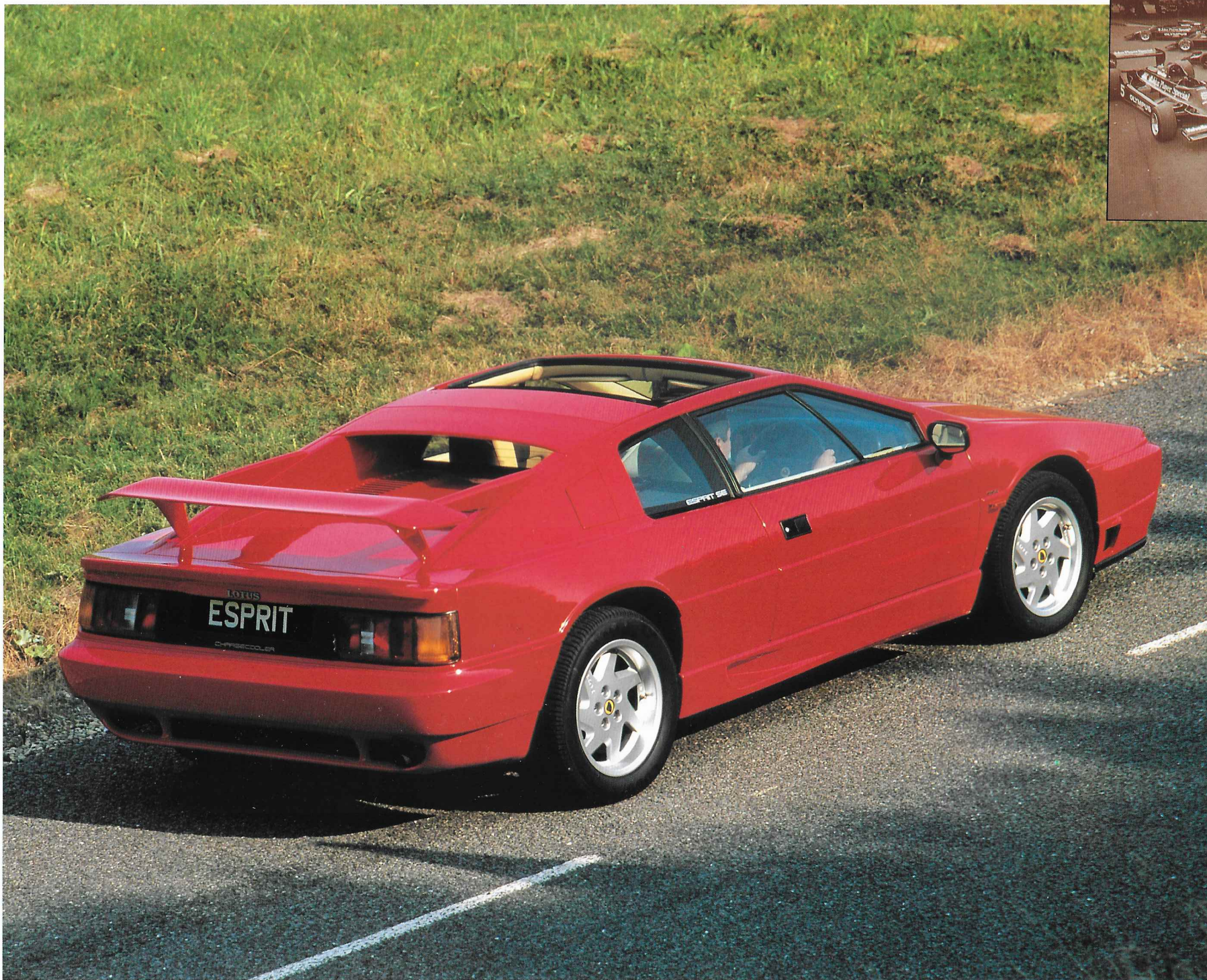
Michael Kimberley, C.Eng.,
F.I.Mech.E. worked at Jaguar
before joining Colin Chapman at
Lotus in 1969.

Above left:
Lotus founder, Colin Chapman
1928-1982 "The greatest, most
creative, designer of racing cars in
the history of motor racing"
Jackie Stewart.

*t*he fastest ever production car from the Lotus stable, the Esprit SE, accelerates from standstill to 60 mph in 4.7 seconds. Keep your foot down and in 11.9 seconds, the Esprit SE is travelling at 100 mph – an exhilarating experience where conditions and regulations allow.

With a top speed of 165 mph and powered by a 264 bhp chargecooled version of Lotus' 2.2 litre 16-valve engine, the Esprit SE provides a rousing performance – but in a civilised way – for it runs on unleaded fuel and is fitted with a two part ceramic catalyst. The car demonstrates how, using advanced engineering and technological know-how, exceptional vehicle performance, together with world class standards of ride and handling, can be achieved with refinement, efficiency and elegance.

Take a close look. The Lotus Esprit SE is a confident yet understated car, well-bred and sleek. Its newly developed suspension is a case in point. The Lotus tradition is based on leadership in standards of handling, coupled with exceptional balance and ride, but in the Esprit SE the commitment goes further than ever before, with handling in keeping with its enhanced performance.



◀ Esprit SE

Inset, Mario Andretti at the
headquarters of Formula 1

Team Lotus, Ketteringham Hall,
Norfolk, after winning the 1978
World Championship.

E S P R I T S E

*t*he aerodynamics of the chargecooled Esprit SE have also been refined to ensure balance across the speed range and a rear wing has been used, the original section of which was developed for racing purposes.

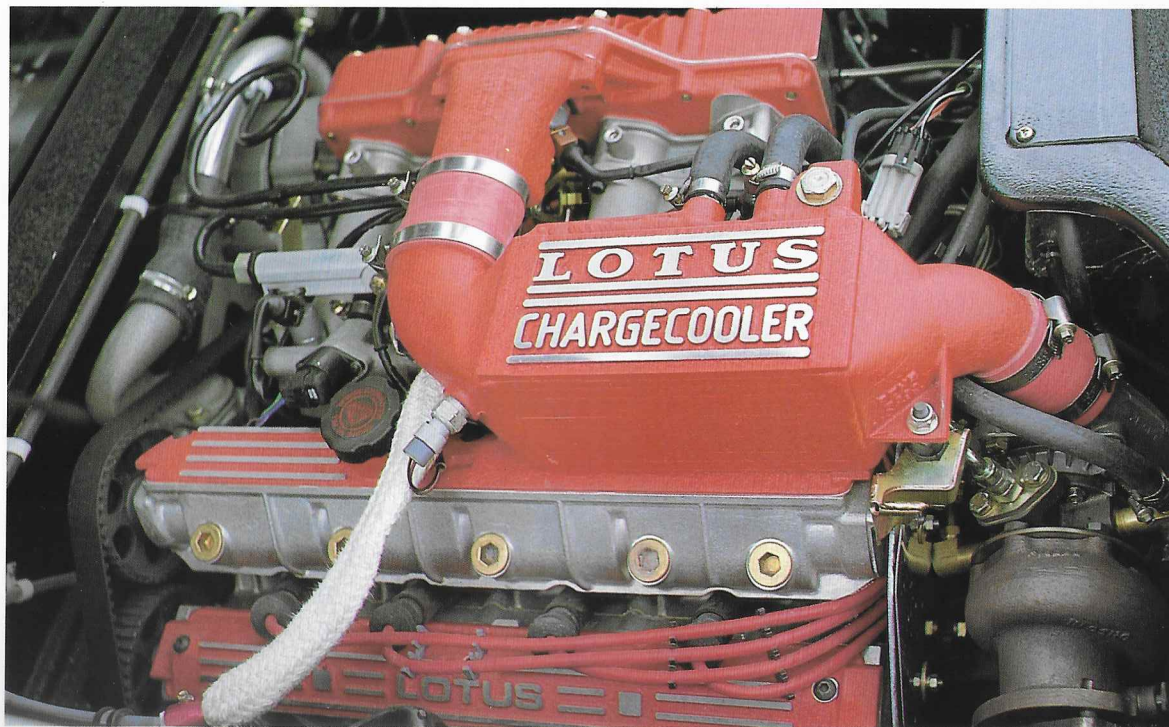
Inside, the Esprit SE is just as urbane, with a burr elm fascia, full leather interior trim, removable glass sunroof and full air-conditioning – further evidence of the Lotus creed that elegance and efficiency make natural partners.

The chargecooled engine which powers the Lotus Esprit SE is a classic blend of traditional Lotus flair and the most advanced technology available.

It achieves unsurpassed specific performance for a fully certified catalyst equipped vehicle: 264 bhp (197 kW) at 6500 rpm and 261 lbs/ft (354 Nm) of torque at 3900 rpm.

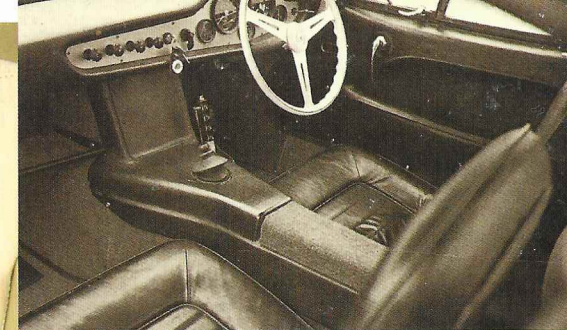
This performance, accomplished on unleaded fuel, makes this one of the most powerful 16-valve engines in the world, giving more than 120 bhp per litre.

The Esprit SE has excellent driveability, providing pleasant and well-mannered travel on low speed city streets.



The SE during chassis development work at the Lotus test track at Hethel.





▲ The functional interior of the Lotus Elite. The Elite had a 1216cc alloy engine developing 75 bhp at 6,100 rpm with twin SU carburetors. The cars, produced from October 1958 until May 1964, are now classics, prized by their owners.

◀ The interior of the Esprit SE feels like a cockpit as the car surrounds you in sumptuous comfort.