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Hethel Edition Evora 400 Drives 50th Anniversary Home

- Limited edition Evora 400, celebrating 50 years of Hethel factory
- Exclusive heritage colours
- 0-60 mph in 4.1 seconds; maximum speed of 186 mph



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A significant anniversary requires a significant car and, Lotus is marking 50 years since the founding of its famous factory with a limited Hethel Edition of its benchmark Evora 400.

Available in three exclusive colours, with matching trim options and a special commemorative build plate, the Hethel Edition Evora 400 combines high performance with Lotus' legendary chassis development. Winning the praise of customers and the motoring press since its launch, the Evora 400 weighs in at just 1,395 kg and epitomises Lotus' approach to efficient engineering.

The Hethel Edition Evora 400 is the first in a series of special products and events marking this important milestone in the company's history, when, in 1966, founder Colin Chapman moved Lotus to the purpose-built facility in Hethel, Norfolk.

Jean-Marc Gales, CEO of Group Lotus plc said, “The Evora 400 is the latest in a long line of world-beating sports and racing cars to have all been hand built in Hethel over the last 50 years. We are immensely proud to be part of the community and it is entirely fitting that this limited edition be dedicated to our home. We’re looking forward to celebrating our connections to Norfolk throughout 2016, and more Lotus Hethel Anniversary news will be announced soon”.



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As well as marking 50 years in Norfolk, the Hethel Edition allows Lotus fans to enjoy some of the company’s iconic colour schemes. Buyers can choose between Essex Blue, Motorsport Black, and Racing Green when ordering the Hethel Edition 400, with either black or red leather or Alcantara interior trim available depending on bodywork colour. Every Hethel Edition 400 comes with lightweight silver forged aluminium wheels, and contrasting brake callipers, while bespoke graphics complete the car’s distinctive look.

The Hethel Edition 400 perfectly illustrates how customers can personalise their vehicle through the Lotus Exclusive programme. Developed by the Lotus Design team, the programme combines traditional British craftsmanship with modern design. It has been conceived to inspire customers, allowing them to tailor vehicles to their personal taste. With a comprehensive array of options, it provides an alluring alternative to an off-the-peg sports car.



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About the Evora 400

Representing a significant development over the previous model, the Evora 400 has established itself one of the most significant Lotus models for a generation.

Developed through Lotus' Lightweight Laboratory concept, the car is 42 kg lighter than its predecessor, thanks to a host of weight-saving measures. As a result, the limited edition Evora 400 accelerates from 0-60 mph in just 4.1 seconds (0-100 km/h in 4.2 seconds) and delivers a maximum speed of 186 mph (300 km/h). The Evora 400 is capable of lapping the Norfolk site's challenging test track in 1 minute 31 seconds.



Over two thirds of the Lotus Evora 400 has been revised, including its supercharged and charge-cooled, mid-mounted, 3.5-litre V6 engine, which produces 400 hp and 410 Nm of torque. This complements a revised aluminium chassis, which offers increased torsional rigidity and reduced weight.

However, the Evora 400 doesn't just rely on its lightweight engineering to deliver remarkable performance. The car's efficient composite body, flat-floor, sizable rear diffuser and three-element rear wing have all boosted airflow management, drastically improving aerodynamics and effectively doubling downforce.

The Lotus Evora 400 enjoys a high specification as standard, including 370 mm composite two-piece brake discs from AP Racing, a Limited Slip Differential (LSD), automatic air-conditioning and infotainment system with satellite navigation. Cost options include automatic transmission and cruise control.



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A number of manual gearbox enhancements have greatly improved shift quality, delivering swift and precise gear changes. The Torsen-type LSD is fitted as standard with the manual, to give better traction when exiting fast corners. The automatic option has also been improved, with a reprogrammed gearbox ECU for faster changes, while gear selection is via lightweight aluminium paddles mounted to the steering wheel.

The car also features Lotus' Dynamic Performance Management (DPM) which, selected via a dashboard switch, provides 'Sport' and 'Race' settings. Proportionally increasing throttle response, lowering traction slip thresholds and removing understeer recognition, it allows a greater degree of driver indulgence before the system intervenes.

The Evora 400 features a revised interior, fusing elegance and functionality. As befitting a hand-built car, the cabin uses the highest quality materials, including Alcantara and leather, while the driver orientated layout provides ergonomically optimised controls. Passenger space is improved, with greater legroom and wider rear seats, and the chassis revisions have increased the size of the door aperture, making it easy to enter and exit the Evora.



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Evora 400 Hethel Edition - Manufacturer's Suggested Retail Price

UK (Pound Sterling)	£75,500
Germany (Euros)	€100,500
France (Euros)	€101,350
Italy (Euros)	€105,400

Technical Specification:

PERFORMANCE	MANUAL	AUTOMATIC
Max power	400 hp at 7000 rpm (406 PS) (298 kW)	
Max torque	302 lbft at 3500 rpm (410 Nm)	
0-60 mph	4.1 seconds	4.1 seconds
0-100 km/h	4.2 seconds	4.2 seconds
Max speed	186 mph (300 km/h)	174 mph (280 km/h)
Fuel Consumption mpg (l/100 km)		
Urban	20.8 [13.6]	20.0 [14.1]
Extra Urban	38.7 [7.3]	39.8 [7.1]
Combined	29.1 [9.7]	29.1 [9.7]
CO2 emissions	225 g/km	225 g/km
Unladen weight	1395 kg	1407 kg
Aerodynamic downforce at 150mph	32 kg	32 kg

ENDS



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Notes to Editors

The Lotus media site – <http://media.lotuscars.com> contains news, images, specs, statistics and videos from the latest models to heritage and engineering technology. Please register your details.

For the latest news and information via Lotus' Social Media please access and follow:

<https://www.facebook.com/LotusCars>

<https://twitter.com/grouplotusplc>

<https://www.instagram.com/grouplotusplc/>

<https://www.youtube.com/grouplotus>

About Lotus

Group Lotus plc, wholly-owned subsidiary of DRB-HICOM, is based in Norfolk, UK, and has three operating divisions: Lotus Cars, Lotus Engineering and Lotus Motorsport.

Lotus Cars builds world class, high performance sports cars including the Evora, Elise, Exige and 3-Eleven.

Lotus Engineering provides comprehensive and versatile consultancy services to many of the world's OEMs and Tier 1 suppliers and is an internationally recognised automotive engineering consultancy.

Lotus Motorsport builds and develops Lotus Evora, Lotus Exige and Lotus Elise vehicles for sports car and GT racing. This includes the Evora GTC and GT4 and the Exige 360 Cup and Elise Cup R cars.

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