



2 February 2011

Lotus Cup: All For One And One For All!

Popular Lotus Cup Race Series gets a global makeover

Over the years, the Lotus Cup Race Series has developed into one of the most successful race series brands in the world, often with capacity grids of Elise, Exige, 2-Eleven and Europa race cars racing and jostling for position. Previously operated from several countries in Europe and Japan, the Lotus Cup has now expanded considerably to include the USA, UK and Eastern Europe.

Not only has the Lotus Cup grown in size, the organisation of the series has been consolidated. For the first time this year, drivers will now race to one set of rules, regulations and formats in championships around the world including:

- Lotus Cup UK
- Lotus Cup Europe
- Lotus Cup Italy
- Lotus Cup USA (West Coast)
- Lotus Cup USA (East Coast)
- Lotus Cup Eastern Europe
- Lotus Cup Japan

Director of Lotus Motorsport Claudio Berro said: "Lotus sports car racing is one of the most popular forms of accessible motorsport in the world, both at a spectator and participant level. Now is the time to bring these championships under the Lotus umbrella, to ensure consistent look and feel to the competition. This will have obvious benefits to the current drivers and encourage new racers, ensuring that the cars and components remain good value and the competition retains its accessibility."

Lotus will provide increased support and investment for these race series and will also ensure that the new Cup Championships retain the community feel and friendliness that an enthusiast based race series needs.

The Lotus Cup Championships will receive a new identity, logos, branding, website and Corporate Identity which are aligned closely to Lotus' new motorsport strategy and initiatives announced over the last few months and consolidated at the Autosport show last weekend.

Global Calendars for the Lotus Cup Championships (subject to change)

Lotus Cup UK – 2011

19th-20th March	Snetterton
17th April	Silverstone
25th-26th June	Snetterton
22nd-24th July	Brand Hatch
13th-14th August	Donington Park
30 September – 2 nd October	Spa Francorchamps
22 nd October	Brands Hatch



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Lotus Cup Europe – 2011

30 th April–1 st May	Dijon Prenois
14 th –15 th May	Magny Cours
1 st – 3 rd July	Nurburgring
22 nd – 24 th July	Brands Hatch
17 th – 18 th September	Zolder
30 th September – 2 nd October	Spa Francorchamps

Lotus Cup Italy – 2011

16 th – 17 th April	Vallelunga
7 th – 8 th May	Imola
11 th – 12 th June	Varano de Melegari
8 th – 10 th July	Rijeka
30 th – 31 st July	Mugello
24 th – 25 th September	Monza
15 th – 16 th October	Franciacorta
12 th – 13 th November	Varano de Melegari

Lotus Cup USA (West Coast) – 2011

5 th -6 th March	Willow Springs Raceway, Rosamond, CA
9 th – 10 th April	Firebird International Raceway, Phoenix, AZ
28 th – 29 th May	Auto Club Speedway, Fontana, CA
25 th – 26 th June	Mazda Raceway Laguna Seca, Monterey, CA
27 th – 28 th August	Miller Motorsports Park, Salt Lake City, UT
24 th – 25 th September	Buttonwillow Raceway, Buttonwillow, CA
15 th – 16 th October	Spring Mountain Raceway, Pahrump, NV
5 th – 6 th November	Las Vegas Motor Speedway, Las Vegas, NV

Lotus Cup USA (East Coast) – 2011

9 th May	Watkins Glen International Raceway, Watkins Glen, NY
31 st July	Road Atlanta Raceway, Braselton, GA
5 th September	Watkins Glen International Raceway, Watkins Glen, NY

Lotus Cup Eastern Europe – 2011

29th April – 1st May	Hungaroring, Hungary
20th May – 22nd May	A1 Ring, Austria
24th June – 26th June	Slovakiaring, Slovakia
19th August – 21st August	Slovakiaring, Slovakia
26th August – 28th August	PannoniaRing, Hungary
16rd – 18th September	A1 Ring, Austria
14th - 16th October	Salzburgring, Austria

Lotus Cup Japan – 2011

Dates yet to be confirmed.

For further information regarding the Lotus Cup please contact Lotus Motorsport: motorsport@lotuscars.com

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Notes to Editors

For further details on Lotus activity and for high resolution images of the new and current Lotus product range, full product details, technical specifications and videos please visit our dedicated media site www.lotusnewera.com using the following details:

User name: media
Password: lotus

About Lotus

Group Lotus plc, 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 award-winning Evora, the iconic Elise, the stunning Exige, the road / track orientated 2-Eleven. Lotus New Era, the future product line-up, was unveiled in Paris on 30th September 2010 featuring the new Esprit, Elan, Elite, Elise and Eterne.

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. Global facilities include those in the US, Malaysia, China and offices in Germany and Japan, with rapid expansion in new territories such as South East Asia. 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.

Lotus Motorsport operates the motorsports activities of Lotus and includes the strategy to return the Lotus name to a great number of series including endurance racing with GT2, GT4 and LMP2, single seater racing with GP2, GP3 and IndyCar. Lotus has also returned to F1 with Genii Capital and this partnership sees the Renault F1 Team renamed as 'Lotus Renault GP' from the start of the 2011 F1 racing season onwards..

For more information about Lotus please contact:

PR Department, Group Lotus plc, Potash Lane, Hethel, Norfolk, UK, NR14 8EZ
 Tel: +44 (0)1953 608264 Email: pr@lotuscars.com