



News release

## Lotus Europa receives diamond treatment

This year Lotus celebrates its 60th birthday and to properly mark the occasion, the British sportscar manufacturer has produced a real gem of a car – a fully customised, diamond-set Lotus Europa valued at £150,000 which will be launched at Lotus' birthday celebrations in Hethel, Norfolk on Sunday 14<sup>th</sup> September 2008.

The diamond anniversary Lotus Europa has received the highest level of customisation from cosmetic enhancements to performance upgrades. Inside, the car boasts sumptuous textures created using the finest quality leather for a superior quilted trim, whilst the bespoke gear knob and controls feature sparkling diamonds set in cool matt black metal. The diamond scheme is completed with a specially designed rev counter and speed dials that feature diamonds highlighted by hidden LED accent lighting.

An exclusive paint finish has been applied to the sleek form of the Europa giving the already sophisticated model a truly spectacular finish, a high gloss black base has been adorned with tiny glass flakes giving the appearance the car has been showered with diamonds. Tinted glass and black and silver wheels complete the monochrome scheme in polished, stylish fashion whilst a beautiful, diamond set Lotus nose-badge proudly crowns the car.

Mike Kimberley, Group Lotus CEO had this to say about the bespoke Europa, "I'm always proud to launch a special edition Lotus and this commemorative, bespoke Lotus for our Diamond Anniversary is very special indeed. We are a global, high technology engineering consultancy and sportscar company and reaching this special milestone demonstrates our tenacity and creativity as much as our expertise and professionalism."

The diamond anniversary Europa is the culmination of skill and expertise from many of Lotus' production teams and suppliers. The project was championed by Winsor Bishop, East Anglia's premier diamond specialists who are supplying Lotus with around £111,000 worth of diamonds for the stunning car.

"We were delighted to work with Lotus on this exciting project and are thrilled with the sparkling results," remarked Sophie Croydon, Director of Winsor Bishop. "Diamond setting a car was a first for Winsor Bishop, by specifying 164 beautiful Round Brilliant Diamonds with a market value of £111,100, we have helped create a truly unique Lotus Europa."

This beautifully hand crafted British sports car is not only stunning and luxurious, it drives like a dream too. Achieving 0-60mph in less than 5 seconds and a maximum speed of 146mph, this Lotus Europa is certainly a car of style and substance.



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For security reasons the commemorative Lotus Europa has been fitted with replica diamonds whilst on display.

**ENDS**

**Notes to Editors:**

Admission to Lotus' 60<sup>th</sup> anniversary is £15 per adult and two children under 16, tickets are available on the door. Visit [www.lotus60thanniversary.com](http://www.lotus60thanniversary.com) for full details.

**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 recognised 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 and the Gulf States.

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.

Lotus Cars builds world class, prestige, high performance sports cars for sale in 37 countries. These include the iconic Lotus Elise, and the Exige and Europa. 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.

**For more information about Lotus please contact:**

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**About Winsor Bishop**

Winsor Bishop is East Anglia's finest and leading jewellers, operating since 1834. A family owned business, Sophie Croydon, daughter of Robert Croydon (president of the National Association of Goldsmiths) is the 5th generation at the helm. Winsor Bishop specializes in diamonds of distinction, fine jewellery and the world's leading watch brands such as Rolex, Patek Philippe, Omega, Breitling, Tag, Panerai, IWC, Chopard and Chanel.

Winsor Bishop's highly skilled team of 25 includes gemmologists, craftsmen, watch masters and marketers who provide pristine service to their long standing customers with whom they have a valuable and special relationship.



Other businesses in the Winsor Bishop group are Adorem – Luxury by Appointment (London), Bishops Dining Room & Wine Bar (Norwich) and [www.rentyourrocks.com](http://www.rentyourrocks.com) which is a completely unique and ground-breaking concept in online fine jewellery hire, due to go live October 1st 2008.

**For more information about Winsor Bishop please contact:**

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