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## MEDIA INFORMATION

23 March 2016

### Lotus Kuwait Showroom opens with Lotus Evora 400 unveiling

- **Evora 400: 0-100 km/h in 4.2 seconds, top speed of 300 km/h**
- **Lotus Cars Middle East partners with Alghanim Motors**
- **New Showroom on the Shuwaikh, Kuwait City**

An automotive legend comes to Kuwait, with the official opening of the brand new Lotus showroom in Kuwait City's Shuwaikh district, marked with the unveiling of the exhilarating Lotus Evora 400 sports car.

The exciting new Lotus Kuwait facility, close to the SIRBB race circuit, is the result of a partnership between Lotus Cars Middle East, the distributor for Lotus cars in the region, and Alghanim Motors, offering new and existing customers the opportunity to experience the famous brand first hand.

Officially opened today by Aslam Farikullah, Chief Operating Officer of Group Lotus plc, Mr Samir Kasem, Chief Operating Officer – Alghanim Industries and His Excellency Mr Matthew Lodge – British Ambassador to the State of Kuwait, the ceremony included esteemed guests, key media and senior management from both businesses. Joining the critically acclaimed Lotus Evora 400 at the new showroom was the famous Lotus Exige.

Aslam Farikullah, Chief Operating Officer of Group Lotus plc commented, "When it comes to high performance, and highly desirable sports cars, Lotus sets the standard, and we have never had a stronger or faster line up. Kuwait remains an important market with great potential and, with Lotus Cars Middle East and Alghanim Motors, we're looking forward to welcoming the next generation of customers in Kuwait to the Lotus brand.

Mr Samir Kasem, Chief Operating Officer – Alghanim Industries said, "We are delighted to announce the introduction of the Lotus sports car brand to the Kuwait market, under the exclusive patronage of Alghanim Industries. This is a significant partnership for Alghanim as it correlates with our unceasing commitment to deliver the finest products and services to the Kuwait market and to be unparalleled market leaders in the automotive industry. We are very excited with the opportunity to work closely with Lotus and we look forward to building a successful partnership."



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Jonathan Stretton, Lotus Cars Middle East FZ-LLC Regional Director commented, “Partnering with Alghanim Motors is the next step in our expansion for Lotus Cars Middle East and demonstrates our commitment to expanding the brand and its presence in the region. Lotus’ cars are world famous, being both exclusive and delivering an unrivalled blend of performance and style. We are delighted to be working with Alghanim Motors to introduce Lotus’ outstanding range of sports cars to Kuwait.”



From Left to Right:

Kamal Al Zein, General Manager, Alghanim Motors Kuwait  
Aslam Farikullah, Chief Operating Officer, Group Lotus plc  
H.E. The British Ambassador to Kuwait, Mathew James Lodge  
Samir Kasem, Chief Operating Officer, Alghanim Industries  
Waleed Alqahtani, Brand Manager, Lotus Kuwait  
Jonathan Stretton, Regional Director, LCME  
Rasha Najia, Marketing Manager, Alghanim Motors Kuwait



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As one of the latest showrooms in the Lotus Cars Middle East portfolio, Lotus Kuwait is a key part of the plans to expand the Lotus brand across the region by developing both existing and new markets. Currently, Lotus Cars Middle East has dealerships in the United Arab Emirates and Lebanon, with further market and showroom launches planned in the near future.

### **Lotus cars - speed and style**

With a power to weight ratio of over 300 hp / tonne, the Lotus Exige is regarded by many as the fastest real-world, point-to-point supercar. Reaching 100 km/h in 3.8 seconds, the Lotus Exige perfectly demonstrates the Lotus design philosophy of 'lighter and faster' and sets the benchmark for performance and handling both on road and on track.

The Lotus Evora 400 has already received praise and accolades from customers and media in Europe and Asia and has reaffirmed Lotus as the maker of some of the finest, lightweight, pure and most efficient sports cars sold today.



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Already on sale in Europe and Asia, and soon to enter to the North American market, the Lotus Evora 400 has already generated great excitement worldwide.





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The Lotus Evora 400 and the Exige have both been extensively and rigorously tested in the Middle East specifically for the particular extreme climate demands of the region.

## ENDS

### 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 new Evora 400, the iconic Elise and the Exige.

**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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