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Lotus Qatar 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 Universal Motors**
- **New Showroom on the Salwa Road in Doha**



Caption: (left to right) Sheikh Mohammed Bin Ahmad Al Thani, Jean-Marc Gales, Sheikh Fahed Bin Mohamed Bin Fahed Al Thani

An automotive legend comes to Qatar, with the official opening of the brand new Lotus showroom in Doha, marked with the unveiling of the exhilarating Lotus Evora 400 sports car.

The exciting new Lotus Qatar facility on Salwa Road, is the result of a partnership between Lotus Cars Middle East, the distributor for Lotus cars in the region, and Universal Motors, offering new and existing customers the opportunity to experience the famous brand first hand.

Officially opened today by Mr Jean-Marc Gales, CEO of Group Lotus plc and Sheikh Mohammed Bin Ahmad Al Thani, Chairman - Universal Motors, 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.

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Jean-Marc Gales, CEO 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. Qatar remains an important market with great potential and, with Lotus Cars Middle East and Universal Motors, we’re looking forward to welcoming the next generation of customers in Qatar to the Lotus brand.

Sheikh Mohammed Bin Ahmad Al Thani, Chairman – Universal Motors said, “We are excited and proud to represent the globally recognised brand of Lotus in this market. We have a great deal of knowledge and experience of the automotive industry in Qatar and are committed to providing exceptional customer service. This new, standalone Lotus showroom signifies the return of Lotus to Qatar and will allow Universal Motors to display our products and support our customers to the highest levels. We are looking forward to a long and successful partnership.”



Jonathan Stretton, Lotus Cars Middle East Regional Director commented, “Partnering with Universal 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 Universal Motors to introduce Lotus’ outstanding range of sports cars to Qatar.”

As one of the latest showrooms in the Lotus Cars Middle East portfolio, Lotus Qatar 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, Kuwait and Lebanon, with further market and showroom launches planned in the near future.



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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.

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.

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.

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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 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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