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Dear Mr Parker

It is ~~not often~~ that a car manufacturer has the opportunity to announce a price ~~DECREASE~~. You will already know that, as a result of the budget, prices of new cars have actually been reduced.

But what are the precise implications? The following clarifies the situation:

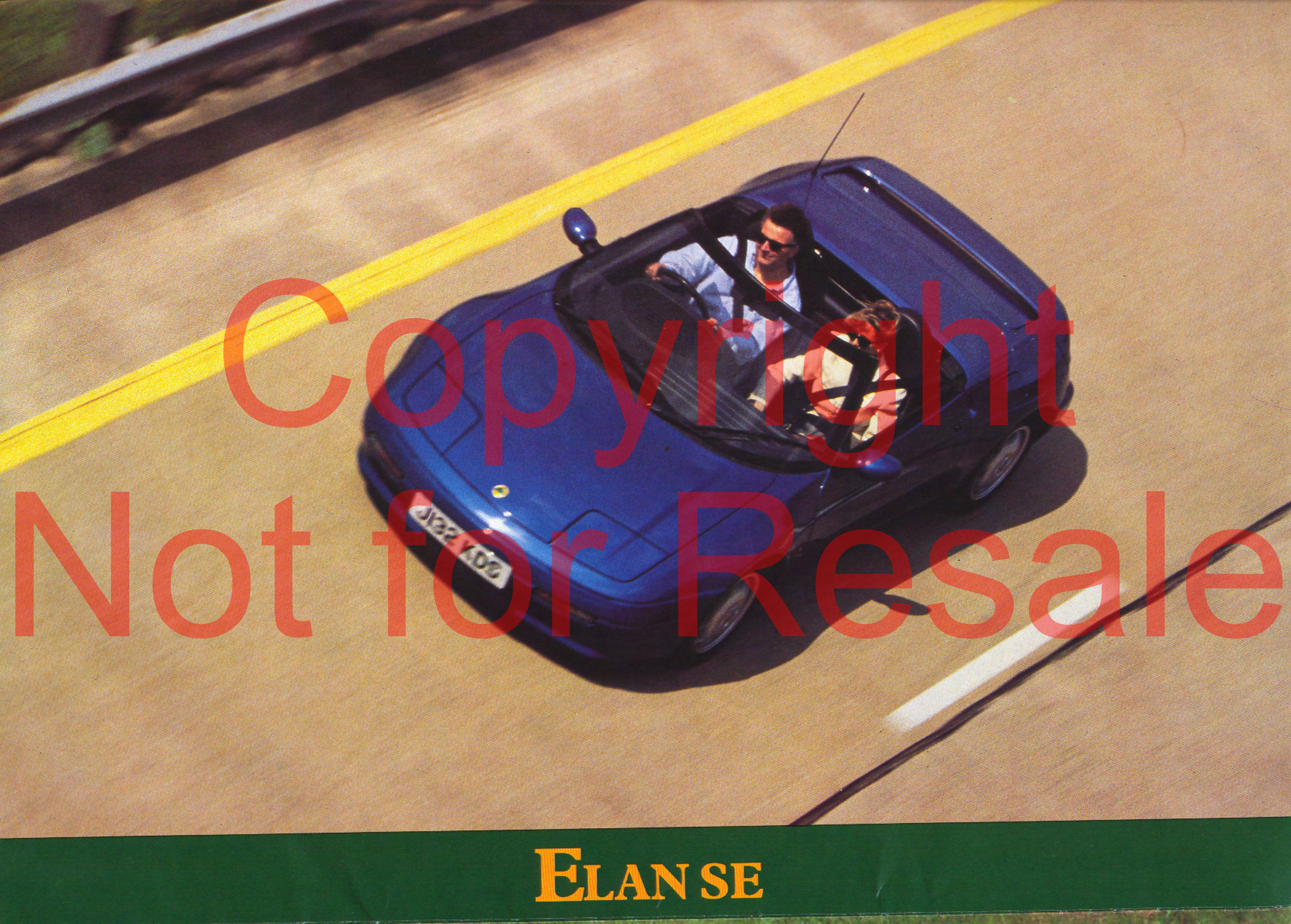
- * Special Car Tax has been halved - from 10% to 5%.
- * The scale charges, by which the Inland revenue calculate your indebtedness for the use of a company car, are raised in line with inflation - in other words, very little.
- * VAT is no longer charged when an employee takes cash instead of a company car. And about time too!
- * You may have heard that capital allowances have been increased from eight to twelve thousand pounds. In fact, this change did not make it onto the statute books. It may well be introduced later in the year.

The Government estimate is that this package will result in an increase in new car sales of approximately 70,000 a year.

We have taken the opportunity of enclosing new price lists for Lotus models, reflecting these changes, and invite you to visit your nearest dealer to discuss how you can best take advantage of the Chancellor's budget.

Yours sincerely

D.A. Prescott
Sales Director



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ELAN SE



ESPRIT SE



EXCEL

“The Elan, simply, is the most significant British sports car to appear for 25 years. Not since the days of the original Elan, the Jaguar E-type and the MGB, has a British manufacturer produced such a serious two-seater sports convertible – and, traditionally, Britain is the home of just such cars...”

AUTOCAR AND MOTOR

“The performance of the Esprit SE is simply staggering. It's not just the whack that stuns – although a 0-60 time of 4.7 sec is stunning enough. It's the smoothness of the power delivery, the broadness of the torque band. It feels as if there is

“Inspired by the revised Esprit SE, and the new Elan, Britain's rival to Ferrari and Lamborghini is back where it belongs. Building some of the world's most desirable, and best value, cars...”

CAR

“What is relevant is a car's A-B time on a public road. And that's where the new Elan, one of the most significant sports cars ever launched – and one of the most desirable – beats the tailpipes off bigger and more powerful supercars of five times the price...”

CAR

a turbine-like V12 walloping you forward, so seamless, so strong, is the power. Yet there are only 2.2 litres and four cylinders. And it drinks unleaded fuel and runs with a catalytic converter...”

CAR

“As supercars go, it is quite practical, with genuine room for two people and their luggage...”

WHAT CAR on the Esprit SE

“If ever a car proved that it is possible to have performance that is keen, yet still green, it is this one...”

INDEPENDENT on the Esprit SE

“The Elan is sensational; corner after corner passed quicker and quicker as the limits of grip were explored. The faster we went, the more the car responded. It's a car to bring out the better driver in you, especially on point-to-point one can honestly say, Lotus have got it right...”

PERFORMANCE CAR

“One of its great assets is the security it imparts. This stems not only from the weighty steering, but also from its excellent directional stability and astonishing cornering prowess. Few cars manage to combine such stability with

“Road holding and grip are of massive proportions, but what is really striking is the terrific traction when accelerating hard out of slow corners...”

WHAT CAR on the Esprit SE

“Cleaned-up Excel, now arguably the world's best-handling front-engined car. Joy to drive, seats four, (just), great looks. Smooth, punchy twin-cam four gets 20 extra bhp in SE, gearchange, brakes terrific...”

FAST LANE

nimbleness...the Lotus is unbeatable on twisting roads. Its line can be adjusted in turns by delicately backing off the throttle (a real precision instrument, that accelerator)...”

AUTOCAR AND MOTOR

TECHNICAL SPECIFICATION:

ENGINE: Mid-mounted Lotus 2.2 litre (910S) aluminum alloy 16-valve DOHC/Chargedcooled (SE)
Water cooled TBO3 turbocharger with integral wastegate.
Multi-point fuel injection system with electronic ignition (SE)
Maximum power: 215 bhp (160 kW) at 6000 rpm
264 bhp (197 kW) at 6500 rpm (SE)
Maximum torque: 220 lb ft (298 Nm) at 4250 rpm
261 lb ft (354 Nm) at 3900 rpm (SE)
Maximum speed: 150 mph/165 mph (SE)
0 - 60 mph: 5.3 seconds/4.7 seconds (SE)
0 - 100 mph: 14.7 seconds/11.9 seconds (SE)

TRANSMISSION: 5-speed all synchromesh transaxle with hydraulically operated clutch driving rear wheels.

CHASSIS/BODY: Rigid steel zinc-coated backbone chassis, fitted aerodynamic impact resistant composite bodywork, providing seating for two. Guaranteed against corrosion for 8 years.

FRONT SUSPENSION: Independent by upper and lower transverse links, with radius arms, coil springs and telescopic shock absorbers. Aluminium hub carriers.

BRAKES: Dual circuit, full power-actuated with three-channel electronic anti-lock brakes (ABS).

10.2" dia ventilated front discs

10.8" dia solid rear discs

TECHNICAL SPECIFICATION:

ENGINE: 4 cylinder in-line (turbocharged and intercooled - SE only) 1588 cc.
Maximum power: 130 bhp (97 kW) at 7200 rpm
165 bhp (123 kW) at 6600 rpm (SE)
Maximum torque: 105 lb ft (142 Nm) at 4200 rpm
148 lb ft (200 Nm) at 4200 rpm (SE)
Maximum speed: 122 mph 137 mph (SE)
0 - 60 mph: 7.6 seconds/6.7 seconds (SE)
0 - 100 mph: 23.2 seconds/18.4 seconds (SE)

TRANSMISSION: 5-speed transaxle driving the front wheels. Synchromesh on all forward gears.

CHASSIS/BODY: Steel cross-brace assemblies bolted between 'A' and 'B' posts. Bonded composite body shell assembly rigidly bolted to chassis frame. Panels forward of bulkhead are bolted onto chassis for ease of assembly and repair.

FRONT SUSPENSION: Independent by unequal length wishbones. Coaxial coil springs and dampers; tubular anti-roll bar via drop links from chassis; longitudinal compliance by Lotus patented, alloy subframes.

REAR SUSPENSION: Independent by upper link and wide-based lower wishbone. Coaxial coil springs and dampers; solid anti-roll bar via drop links from chassis.

BRAKES: Dual circuit tandem master cylinder with direct acting vacuum servo, diagonal split fluid circuit and in-line brake pressure compensating valve for each circuit.
256mm dia ventilated front discs
236 mm dia solid rear discs

TECHNICAL SPECIFICATION:

ENGINE: Front mounted Lotus 2.2 litre (912S) aluminium alloy 16-valve DOHC.
Maximum power: 180 bhp (134 kW) at 6500 rpm
Maximum torque: 165 lb ft (224 Nm) at 5000 rpm
Maximum speed: 135 mph
0 - 60 mph: 6.8 seconds
0 - 100 mph: 18.2 seconds

TRANSMISSION: 5-speed manual with hydraulically operated clutch driving rear wheels.

CHASSIS/BODY: Rigid steel zinc coated backbone chassis, fitted aerodynamic impact resistant bodywork, providing seats for four average sized adults and separate luggage compartment. Guaranteed against corrosion for 8 years.

FRONT SUSPENSION: Independent by upper wishbone and lower transverse link, with anti-roll bar, coil springs and telescopic shock absorbers.

REAR SUSPENSION: Independent by lower wishbone and upper transverse link, with coil springs and telescopic shock absorbers.

BRAKES: Hydraulic, dual circuit with vacuum servo

10.2" dia ventilated front discs

10.5" dia ventilated rear discs

Lotus power and torque statistics in accordance with DIN 70020.

Continual product improvement is a Lotus policy. We therefore reserve the right to change details and specifications without prior notice.

ALL NEW LOTUS CARS ARE COVERED BY 3 YEAR UNLIMITED MILEAGE WARRANTY PLUS 8 YEAR CHASSIS ANTI-CORROSION GUARANTEE.

WHEELS:

Front: 7J alloy fitted Goodyear Eagle 215/50 ZR15 Steel braced High Speed Tyres
Rear: 8.5J alloy fitted Goodyear Eagle 245/50 ZR16 Steel braced High Speed Tyres

GOVERNMENT FUEL CONSUMPTION TEST RESULTS:

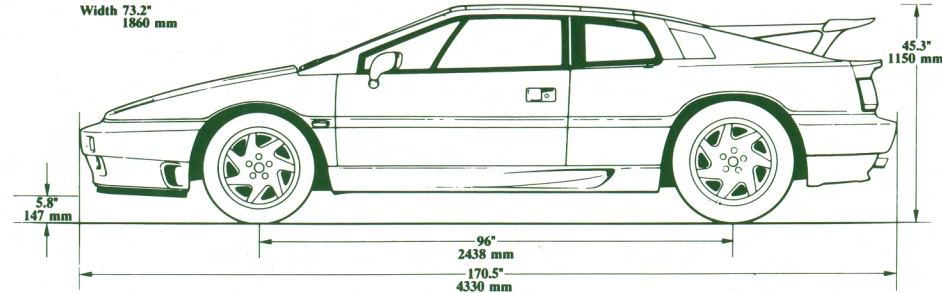
	ESPRIT		ESPRIT SE	
	Imp mpg	Metric 1/100km	Imp mpg	Metric 1/100km
URBAN	16.5	17.2	17.9	15.8
56mph	33.9	8.3	36.2	7.8
75mph	26.6	10.6	29.9	9.5
Fuel tank capacity:	17.3 gallons (78 litres)		16.0 gallons (73 litres)	
Fuel requirement: 97 RON 4 star or 95/98 RON unleaded			95 RON minimum octane UNLEADED ONLY	

STANDARD EQUIPMENT: The standard equipment for the Lotus Esprit includes tilt/removal glass sunroof, electric windows, central door locking, electrically adjustable heated door mirrors, plaid cloth trimmed seats and raven leather interior trim. Esprit SE also features unique tailgate and aerodynamic rear wing, air conditioning, three phase ice warning system, front foglamps, 'SE' full leather interior with polished burr elm instrument panel.

OPTIONAL EQUIPMENT: The Lotus Esprit can be purchased with a range of options including air conditioning, audio equipment and full leather upholstery in a range of colours.

The Lotus Esprit SE is comprehensively equipped as standard. Details of optional audio equipment are available from your Lotus dealer.

Width 73.2"
1860 mm



WHEELS: Lotus design 6½ x 15 cast aluminium alloy. Fitted 205/50 VR 15 Michelin MXV2 tyres. 205/50 ZR 15 Michelin MXX2 tyres (SE).

GOVERNMENT FUEL CONSUMPTION TEST RESULTS:

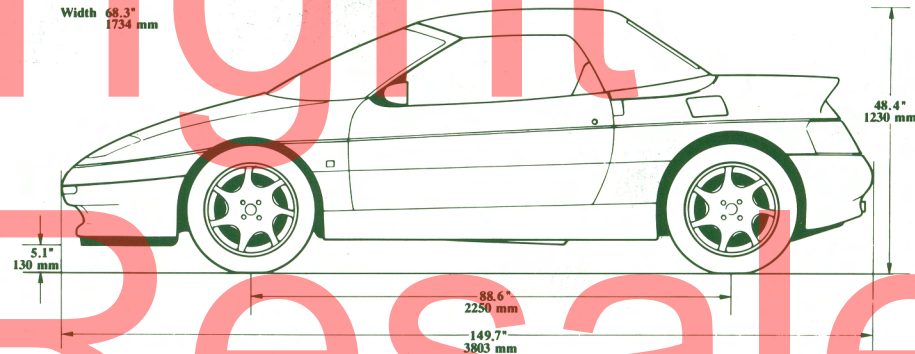
	ELAN		ELAN SE	
	Imp mpg	Metric 1/100km	Imp mpg	Metric 1/100km
URBAN	25.9	10.9	26.2	10.8
56mph/90km/h	40.8	6.9	42.2	6.7
75mph/120km/h	35.2	8.0	31.8	8.9
Fuel tank capacity:	10.2 gal	46.5	10.2 gal	46.5
Fuel requirement: 95 RON premium unleaded or 97 RON leaded (4 star)				

STANDARD EQUIPMENT: The standard equipment for the Elan and Elan SE includes: Alloy wheels, low profile tyres, electric windows, electrically adjustable heated door mirrors, central door locking, laminated windscreen, tinted glass, leather and cloth seat trim, AM/FM/LW radio cassette player, adjustable steering column, clock.

Elan SE only: 165 bhp turbocharged and intercooled engine, turbocharger boost gauge, power assisted steering, 205/50 ZR 15 tyres, digital clock, body colour door mirrors, leather covered steering wheel rim, SE badging.

OPTIONAL EQUIPMENT: Air conditioning (SE only), leather seat facings and door inserts (SE only), metallic paint, Premium Sound System with RDS, power assisted steering (standard on SE), carpets colour keyed to leather trim option.

Width 68.3"
1734 mm



WHEELS: 7J light alloy, fitted Eagle ZR50 215/50 ZR 15 high speed tyres.

GOVERNMENT FUEL CONSUMPTION TEST RESULTS:

	Imp mpg	Metric 1/100km
URBAN	19.8	14.3
56mph	42.5	6.7
75mph	32.9	8.6
Fuel tank capacity	14.7 gallons (67 litres)	
Fuel requirement: 97 RON 4 star or 98 RON unleaded		

STANDARD EQUIPMENT: The standard equipment for the Lotus Excel includes: Full leather interior, Lotus 15" alloy wheels, power assisted steering with adjustable steering column, air conditioning, electric windows, central door locking, ice detection system, electrically adjustable heated door mirrors, driver's seat pneumatic lumbar support, Wilton carpets, polished burr elm fascia and Clarion radio cassette player with CD facility.

OPTIONAL EQUIPMENT: The Excel is comprehensively equipped as standard. Details of optional audio equipment are available from your Lotus dealer.

Width 71.5"
1816 mm

