



MEDIA INFORMATION

02 August 2018

The girl behind the badge

Elisa Artioli and the Lotus Elise

- **Elisa Artioli returns to Lotus 22 years after launch of Elise**
- **Lotus Elise named after Elisa**
- **Surprise reunion with the first ever production line built Lotus Elise**
- **Lotus visit includes her first-ever track laps in a Lotus**

Reunited with the iconic car that bears her name, Elisa Artioli paid tribute to one of the most renowned and lightweight sports cars ever made, the Lotus Elise, and drove her first ever laps of the Hethel test track.

Returning to the home of Lotus in Hethel, Elisa was reunited with the second Elise ever built, and the first built down the production line, a car with which she was photographed 1996. As well as the surprise reunion with the Elise, she took to the famous Hethel test track for a series of laps behind the wheel in a Lotus Exige Sport 410 and Evora GT410 Sport.

The granddaughter of Lotus' then Chairman, Romano Artioli, Elisa was the original inspiration for the car's name, and was present for its launch in 1995.

ENDS

Notes to Editors

Picture notes

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 is based in Norfolk, UK.

Lotus Cars builds world class, high performance sports cars including the Evora, Elise, Exige and 3-Eleven ranges of sportscars.

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.

For more information about Group Lotus please contact:

PR Department, Group Lotus plc, Potash Lane, Hethel, Norfolk, UK, NR14 8EZ

Tel: +44 (0)1953 608264 Email: pr@lotuscars.com

To unsubscribe, please email pr@lotuscars.com with "Unsubscribe" in the subject