



NEWS release

## Serious. Fun.

The all new Lotus Driving Academy has been developed to link Lotus' adrenaline-fuelled track experiences and it's hugely successful driver training to create an unrivalled programme that creates better drivers.

Mike Kimberley CEO of Group Lotus Plc comments: "Lotus cars have been designed to be fun to drive, exciting and offer phenomenal performance with excellent safety. The Lotus Driving Academy gives participants the skills to extract the best out of their cars, improving the ownership experience and becoming better, safer drivers."

Courses with the Lotus Driving Academy are designed to give drivers both practical training and a theoretical appreciation of driving, enabling them to learn at a steady and affordable pace through a license system. The Lotus Licence is a structured, competencies based programme, drivers qualify by achieving three awards; 'Bronze', 'Silver' and 'Gold', with an optional 'Platinum' stage for tailored personal tuition. This tiered system allows drivers to embark upon each stage as an individual course, a unique and practical way to steadily evolve experience, technique and confidence.

Not only will drivers get the opportunity of driving the much-loved Lotus Elise but they will do so on the famous Lotus test-track. A challenging circuit, the Lotus test-track is the perfect environment in which to improve driving skills and safety, whilst learning more about the character and DNA of Lotus cars; Jim Clark, Graham Hill, Ayrton Senna, Nigel Mansell and Mika Hakannan are just some of the F1 legends that have driven the 2.25 mile Lotus test-track. Training in the areas of trail braking, heel and toe, gear changes and gaining a better understanding of handling dynamics and reading the road ahead are just some of the skills drivers will acquire through the Lotus Licence programme.

For training the track will be split into a number of circuits to add variety and a chance to apply knowledge and develop skills in different situations and on complex corners. The Elise S, Elise R and Exige S are used to develop experience of cars with different handling characteristics, braking performance and power.

Since 1984 Lotus has been employed to deliver Driver Training and Vehicle Assessment Training for major motor manufacturers, and in 1998 started to offer Lotus owners the opportunity to hone their skills through a public driver training scheme. The new Lotus Driving Academy is open to anyone with a driver's licence and promises to be fun, informative and good value; the Lotus Driving Academy offers the most unique training on the market!

Chris Arnold, Head of Lotus Sport said "Holders of each of the coveted Lotus Licences will benefit from their newly acquired skill levels and be able to get so



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much more out of their cars. In many respects the Lotus Driving Academy is the best performance upgrade available.”

The courses are run using the latest Lotus models and focus on developing skills and understanding, then exploiting these skills in a progressive manner. Many of the driving instructors at the Academy are Lotus Engineers who literally know the cars inside out.

The Lotus License courses are priced as follows:

- Bronze Licence £299
  - Silver Licence £499
  - Gold Licence £799
  - Platinum Licence £1299
- (Price may vary depending on individual requirements)

For full details, dates and availability please visit; [www.lotusdrivingacademy.com](http://www.lotusdrivingacademy.com) or call Lisa Dann, Track & Events Coordinator +44 (0) 1953 608547

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#### **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.

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' latest model, the Lotus Evora, goes on sale from Spring 2009. 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.

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