



## The Lotus Evora Story

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True character in a faceless world





Evora: a unique sense of occasion

Innovative engineering

# EVORA

Few occasions in life are equal to taking ownership of a Lotus sports car; let alone taking ownership of one as eagerly anticipated as the new Lotus Evora.

Developed using legendary Lotus ride and handling expertise, and styled to

be agile, dynamic and sophisticated, this unique 2+2 mid-engined sports car is the product of the best minds from one of the world's great sports car companies.

A Lotus worthy of the name, for the 21st century.

Dynamic and sophisticated



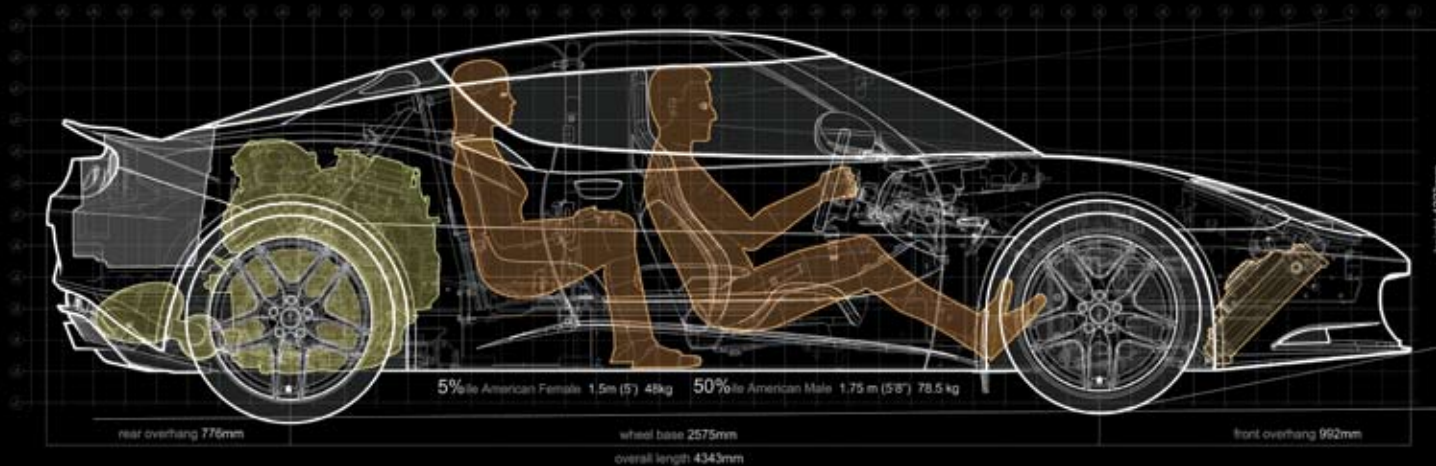
Wheels shown are an extra cost option


## Lotus: a vision of performance

“Rules are for the interpretation of wise men and the obedience of fools.” This is how our founder, Colin Chapman summed up his relentless drive for performance.

The outstanding engineer of his generation, Chapman simply refused to accept the status quo.

For sixty years at Lotus, this has led to countless innovations and a series of sports cars that continually redefine how performance is achieved.






Two ideas are central to every Lotus sports car: engineering the car as a whole to ride, handle and perform, and keeping weight as low as possible.

So, we don't take part in the never-ending race for more and more horsepower. Instead, clever design, a fastidious attention to detail and a devotion to integrating every part of the car help us to produce truly memorable sports cars that perform like no other.

Evora: dynamic, dramatic style







Exquisite detailing and hand-built craftsmanship

The step-down on the roof creates downforce. Truly focussed design results in a timeless and truly beautiful sports car.

Inside, the Evora wraps around you. Bold shapes and beautiful materials are linked in one harmonious whole, focussed on the driver.

At its simplest, the new Evora looks like it drives; nimble, agile and extremely exhilarating. Super-sleek, its taut, fluid surfaces reflect the mechanics beneath. Nothing is superfluous, nothing frivolous.

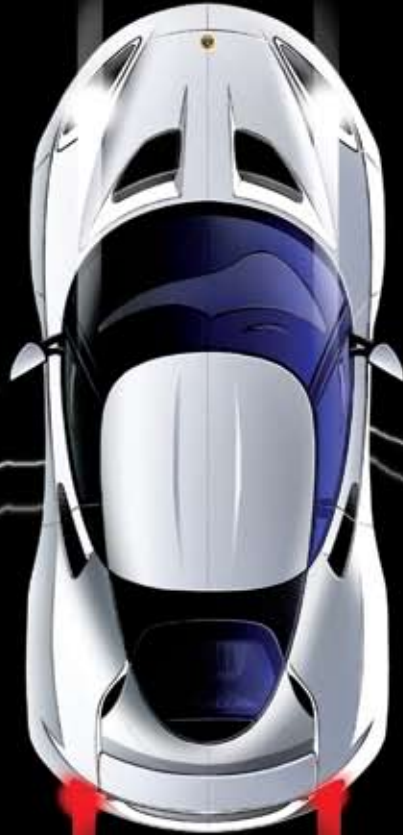
The nipped-in waist and kicked-up sills make it easier to get in and out. The vents are positioned for optimum cooling.

Simplicity meets sophistication in a beguiling combination of exquisite detailing and hand-built craftsmanship. And of course it hides a dramatic surprise: a unique mid-engined 2+2 layout that offers astonishing levels of everyday practicality without compromising exacting balance requirements.

## Lotus: engineering innovators

Product innovation through creative thinking results in a range of models that not only deliver an exhilarating driving experience but also are surprisingly efficient to own whether used on road or track.

Home to one of the world's finest niche sports car assembly plants, our Norfolk factory has always attracted some of the automotive industry's finest engineers who form the heart of the company.



A shared passion for performance



Technologies such as ground effect and bonded composite tubs perfected in the super-competitive world of Formula One combined with today's innovative extruded aluminium chassis have kept Lotus at the leading edge of automotive design.

So it's no wonder our expertise is employed by motor manufacturers around the world to design, engineer, refine and even manufacture their vehicles.



## Evora: fluid handling, precision control

Connecting the driver to the road

Ultimately, sports car handling is all about communication and control – how well the car tells the driver what’s happening at the wheels, and how well it responds to the driver’s inputs.

That’s where the Evora excels – connecting the driver intimately to the road, responding with purity to every last nuance of throttle, brake and steering.



Re-discover your favourite roads



The Evora is designed to ensure that you don't need to be an enthusiast to enjoy the experience to the full. Behind the wheel you will re-discover favourite roads with new clarity and excitement.



## Lotus: driven by competition

Since the earliest days, Lotus have thrived in the most competitive environments.

The link between Lotus sports cars and Lotus racing cars has always been strong and today the sports car range features a successful racer that's become a road car, the Exige, and a successful road car, the Elise, that has also triumphed on the track.



Racing has led to many successes – seven Formula One World Championships, class wins at Le Mans, the Indy 500 and countless more. Many technical innovations came out of racing too.

Ground effect aerodynamics were introduced with the Lotus 78; the Lotus 25 was the first successful monocoque chassis F1 car; and the Lotus 56 featured a gas turbine engine and four wheel drive as early as 1968.

## Evora: driven to perform

It's not just outright performance that makes a great sports car; it's how easy it is for any driver to use that performance in any road conditions.

The Evora has benefited from our most extensive development programme ever, taking in the punishing Nürburgring track, the heat of the Arizona desert, ice and snow at Arjeplog, Sweden and a wide range of European roads – as well as countless hours at our own UK test track.








A truly thrilling experience

The result? A 3.5-litre DOHC V6 VVT-i engine mated to a six-speed gearbox, delivering 280PS and 350Nm of torque, which delivers 0-60mph in just 4.9 seconds.  
But, more importantly, a sports car that will enable you to drive to the best of your ability and reward you with a truly thrilling experience.

## Lotus: Light weight and environmentally responsible



Our long-held principle of “performance through light weight” means the new Evora can deliver thrilling performance, while reducing its environmental impact – as evidenced by class leading emissions of just 205g/km.

At Lotus, we believe everyone has an environmental responsibility, which is why we’re continuing to develop lighter, more efficient vehicles, as well as working on all aspects of future fuels, alternative engines and hybrid vehicle propulsion systems.

Class leading emissions




And that's not all, we're planning on installing wind turbines at our global manufacturing plant. This will provide all the electricity we need, with the surplus being fed into the National Grid.

Evora: designed for safety

Exceeded the world's toughest road safety tests





The Evora designers have built in many important passive and active safety systems.

At the heart of the car is the incredibly strong extruded aluminium tub.

Combined with the front and rear sub-frames, this structure has exceeded even the toughest road safety tests – including a massive 50mph rear impact and 30mph front impact test – with virtually no damage to the passenger compartment whatsoever.

The new braking system designed in conjunction with Bosch includes vented brake discs with a massive 350mm diameter on the front and 332mm diameter on the rear.

Hydraulic Brake Assist and Electronic Brake Distribution are also fitted as standard providing effective braking in all conditions. The anti-lock brakes and Lotus Traction Control enables up and coming drivers to consistently exploit the braking and performance of the Evora.

And because even sports car enthusiasts have families, the Evora also features ISOFIX mountings for securing rear child seats. In addition, the Evora has driver and passenger airbags as standard.

## Evora: exterior colour options



Solar Yellow



Chrome Orange



Burnt Orange



Ardent Red



Canyon Red



Aspen White



Ice White



Arctic Silver



Quartz Silver



Storm Titanium



Racing Green



Starlight Black



Phantom Black



Carbon Grey



Graphite Grey



Isotope Green



Aquamarine Blue



Liquid Blue

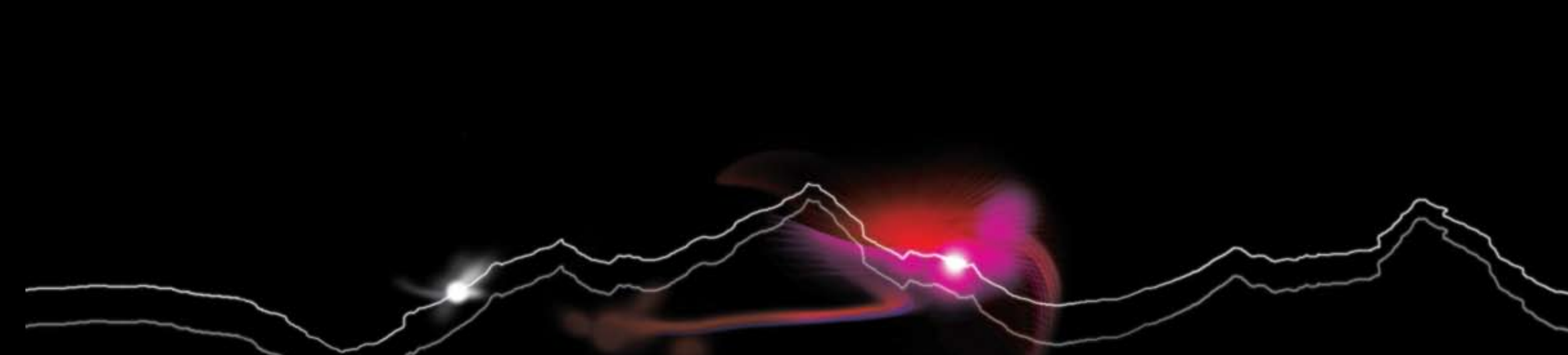


Laser Blue



Persian Blue

The car images used are to illustrate body colours only. The colours shown here may vary from the actual colours due to the limitations of the printing processes used.



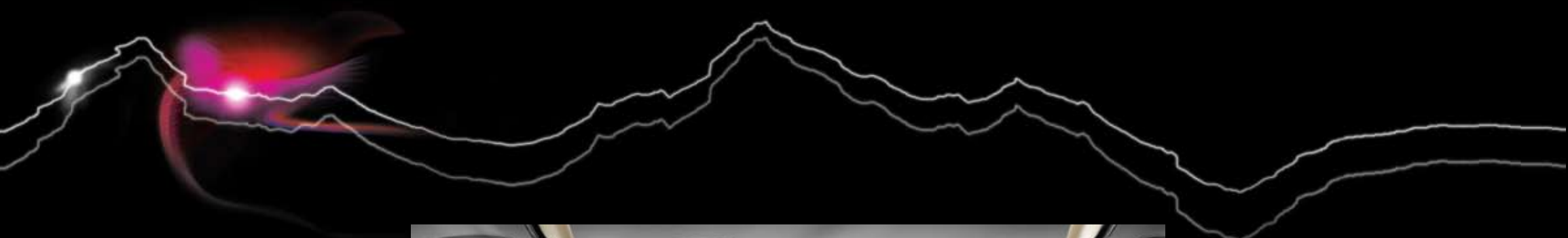
The styling of all Lotus sports cars is enhanced by the high quality paint finish we achieve, and the Evora is no exception.

Lotus-trained technicians utilise a range of technologically advanced primers and paints, each coat adding to the richness and vibrancy of colour.

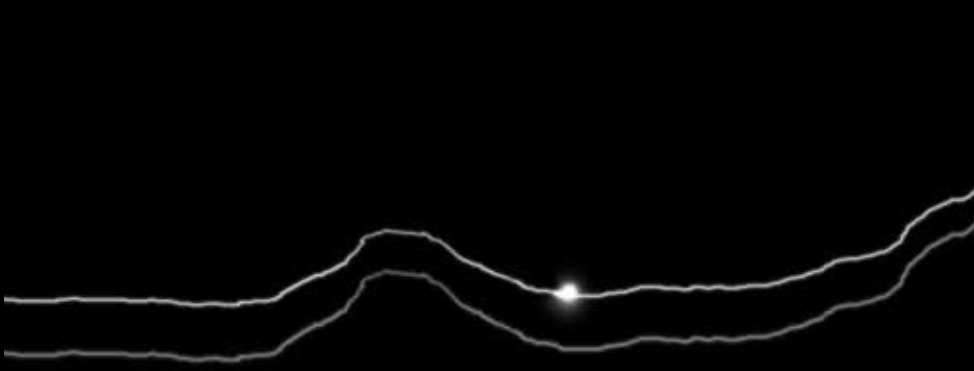
To ensure its looks never fade, a special vinyl coat is manually applied for added protection against stone chips, scratches and peeling.

And to guarantee your satisfaction, each car undergoes four vigorous quality checks before leaving our factory.

Evora: interior colour options







In a world of increasing uniformity, our quality and attention to detail gives the new Lotus Evora a true sense of individuality.

By using only the finest leather from renowned experts Muirhead Leather, the interior is hand-trimmed and twin-stitched to create a beautifully tactile and visually striking environment.



The car images used are to illustrate interior colours only. The colours shown above may vary from the actual colours due to the limitations of the printing processes used.



## Evora: specifications

### Engine and Performance

Mid-mounted, transverse  
3.5-litre DOHC V6 VVT-i  
280 ps @ 6,400 rpm  
350 Nm @ 4,700 rpm  
0-60 mph in 4.9 seconds  
Top speed is 162 mph (261km/h)

### Fuel and CO<sub>2</sub> emissions

205 g/km CO<sub>2</sub>  
Urban Cycle  
22.8 mpg (12.4l/100km)  
Extra Urban Cycle  
43.5 mpg (6.5 l/100km)  
Combined cycle  
32.5 mpg (8.7l/100km)

### Braking System

ABS  
Vented discs  
(350mm front, 332mm rear)  
AP Racing 4-piston calipers  
(front and rear)  
Switchable Lotus Traction  
Control (LTC)  
Hydraulic Brake Assist (HBA)  
Electronic Brake Distribution  
(EBD)

### Chassis

Modular lightweight bonded  
aluminium structure

### Gearbox

6-speed manual

### Steering


Hydraulically-assisted power  
steering

### Wheels/Tyres

18" front alloys (225/40 ZR18)  
19" rear alloys (255/35 ZR19)

### Suspension System

Forged aluminium wishbone  
suspension  
Bilstein high performance  
gas dampers  
Eibach coaxial coil springs



### Seating

2 variants available:

2 seater or 2+2

Adjustable Recaro leather sports seats (front)

Leather seats with ISOFIX (rear in 2+2 variant only)

### Kerb Weight

1380 kg estimated (2+2 variant)

### Features

Flat-bottomed steering wheel

Air conditioning

### In Car Entertainment

Alpine CD/MP3/WMA receiver

### Options

#### Tech Upgrade Pack

High tech Alpine multi-media in car entertainment system with 7" WVGA touch screen, Bluetooth connectivity\*, satellite navigation, tyre pressure monitoring, cruise control, rear parking sensors

#### Sport Upgrade Pack

Switchable sports mode with sharper throttle response, increased rpm limit and sports traction control setting, Sports diffuser, titanium sports exhaust tailpipe, cross drilled brake discs, engine oil cooler

#### Premium Upgrade Pack

Accent lighting, upgraded interior trim, further extensive use of premium grade leathers in a choice of colours: Oyster (Magnolia), Chestnut (Tan), Paprika (Red), Charcoal (Black)

### Further options

Electric power-fold door mirrors

Bi-Xenon headlights

Alpine Imprint dynamic EQ system

Reversing camera

Forged wheels

Body colour door handles

Sports ratio gear box





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