



PRODUCT NEWS

AUGUST 2011 // THE NEW EVORA MY12



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INTRODUCTION

This document characterises the introduction of the MY12 updates for the Evora range. A large number of revisions have been made to the MY12 Evora including a significant number of quality improvements. The main focus of the updates has been on vehicle quality with the aim of providing a higher level of options for the customer to choose from. The key areas of the improvement are listed below:

- Interior
- Engine Note
- Option Content
- Enhanced Standard Features

KEY DATES

International Announcement

Frankfurt MotorShow 13th September 2011

Availability(POS)

EU	Sept 2011
USA	Oct 2011
Asia	Jan 2012



VEHICLE ATTRIBUTES

New Features

A raft of new updates are present on the MY12 Evora, enhancing both the driver and passengers experience.

Sat Nav

One of the most prominent interior modifications has come from the change in Satellite Navigation System. Both the Evora and Evora S Tech Pack option will now feature the Pioneer F930BT.

Highlights of the new unit include:

- Direct iPod or iPhone control
- An app mode that enables you to listen to music and video from your iPod or iPhone apps
- Eco Drive, which evaluates your driving performance including acceleration, braking and CO2 emissions.
- TTS (Text To Speech) which provides detailed voice guidance messages in 18 languages, relaying traffic information and suggests new routes based on the Traffic Message Channel



Exterior Colour Options

There is a selection of new exterior colours, including 3 colours unique to Evora.

Standard colours – 2 colours

- Ardent Red
- Solar Yellow

Metallic colours (optional) – 6 colours

- Racing Green
- Sienna Brown
- Starlight Black
- Arctic Silver
- Carbon Grey
- Nightfall Blue

Premium colours (optional) – 3 common colours with the range + 3 Evora specific colours

- Velvet Red
- Aspen White
- Laser Blue
- Amethyst Grey / Only available on Evora
- Frost Blue / Only available on Evora
- Autumn Bronze / Only available on Evora

Motorsport colours

- Motorsport Black
- Motorsport Green



VEHICLE ATTRIBUTES

New Features

Floor Mats

A new design of floor mats will be available as part of the Premium Packs. A new logo will be introduced along with refined, high quality leather piping.



Brake Callipers

Red Brake Callipers are now standard on the Evora S and are part of the Sport Pack on the Evora.





VEHICLE ATTRIBUTES

New Features

New Wheel Styles

There will be a range of 7 wheels for the MY12 Evora with 2 new additions: Satin Gunmetal and Gloss Black, both in a 19"/20" Design Wheel layout.



Design wheel,
Gunmetal Grey, forged
(19" front and 20" rear)



Design wheel,
Gloss Black, forged
(19" front and 20" rear)

The 5 wheels below will make up the remainder of the range.



Classic wheel,
Silver, cast
(18" front and 19" rear)



Classic wheel,
Stealth Grey, cast
(18" front and 19" rear)



Sport wheel,
Silver, forged
(18" front and 19" rear)



Sport wheel,
Gloss Anthracite, forged
(18" front and 19" rear)



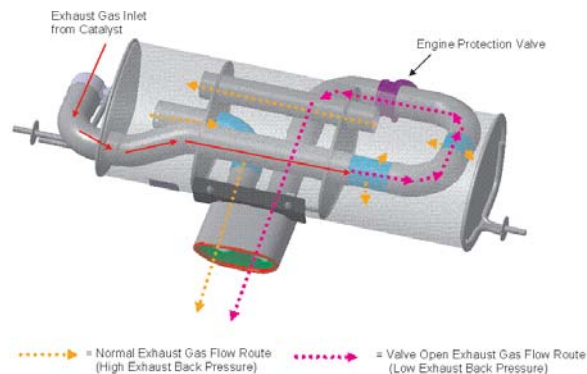
Design wheel,
Diamond Cut, forged
(19" front and 20" rear)

Please note that the Sport Diamond Cut and Turbine Diamond Cut wheels are no longer offered as production fit but will continue to be available through ASO.



VEHICLE ATTRIBUTES

New Features



New Exhaust

The new exhaust for MY12 improves the engine note, giving the Evora a sportier tone. Within the exhaust a valve opens above 4,700rpm, changing the flow of exhaust gases, increasing the volume. When the sport button is depressed the valve stays permanently open, giving an exhaust sound commensurate with the car performance.

The exhaust gas primary flow path goes through a multi chamber silencing system which reduces noise. This silencing system generates excessive back pressure at higher engine rpm and could damage the engine. The valve activation occurs to protect the engine from the back pressure, allowing only a small amount of exhaust gas to pass through the silencing system.

The naturally aspirated Evora with no Sports Pack will open its valve at 4,700rpm but only the sport button included in the Sport Pack will override it.

Steering Wheel Design

Inspired by the Geneva Motorshow Evora Bespoke Concept, the MY12 Steering Wheel has been updated to improve the aesthetic appeal as well as ensuring the iconic driving performance is maintained.

For the S variant, both the NAS panels and steering wheel will change from the Silver colouring used on the current range to a Gunmetal finish, as can be seen below. Please note that all base cars will continue with the silver colouring.





VEHICLE ATTRIBUTES

New Features

Interior

Three different optional Premium interiors can now be specified on the Evora range: Premium, Premium SuedeTex® or Premium Sport.

The leather grade has been improved over MY11 giving an immediate better quality perception of the car. The interior colour break down will also change. The cabin will now be fully trimmed in the colour of the Premium Pack selected.

Premium

For the Premium option there is a wide range of leather colours including Ebony Black, Ivory White, Venom Red, Cognac Brown, Imperial Blue, Cocoa Brown and Ash Grey.

Premium SuedeTex®

A double material seat with Ebony Black Leather and Slate Grey SuedeTex® is also available.

With the Premium option all stitching and piping is in the same tonal colour as the selected leather. It is also important to note that all seats also come with tonal piping and the Lotus roundel embossed into the headrest.



Leather

SuedeTex®



VEHICLE ATTRIBUTES

New Features

Premium Sport

On the Premium Sport option a range of four leather colours are available, Ebony Black, Venom Red, Cocoa Brown and Imperial Blue.

The seat itself now has a different stitch pattern, carbon effect leather inserts, a contrast stitch, which is also replicated throughout the rest of the interior.

In the Premium Sport Pack the Lotus roundel will be embroidered onto the headrest.

As part of the Premium Sport Pack, the stitching on both the seats and interior panels will have contrast colour. The colour of stitching will be specific to the colour of the seats (red stitch for Ebony Black and black stitch for Venom Red, Cocoa Brown and Imperial Blue). If the Premium Sport Pack is not selected then the stitching remains as it currently is, matching the seat and interior colour.

It is important to note that all stitching within the Evora and Evora S cabin will be of a thicker thread than previously specified.





VEHICLE ATTRIBUTES

Quality Improvements

Chrome Door Handles

Chrome door handles have been replaced with body coloured handles as standard fit to all Evora models.

Headlights

Bi-xenon headlights have been implemented as standard fit, further increasing the appeal of the standard features of the Evora and Evora S.



Close Ratio 6 Speed Manual Gearbox

On MY12 cars, the close ratio 6 speed manual gearbox now becomes standard, deleting the standard ratio gearbox which was previously fitted on Evora.

Interior Grab Handle

The exterior side of the interior grab handle has changed from plastic to a leather covering on all cars. The fixing will also be improved which will contribute to the quality perception.

Gear Knob

Changes to the MY12 gear knob include a change in shape and a change in lever height, improving ease of use for the driver and aesthetic appeal.



Vent & Door Surrounds

The door release surround and air vent surrounds will now be trimmed in leather as part of the Premium Pack.

