

# The LOTUS Letter



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## New 1993 Esprit breaks records

The new 1993 Esprit has set sales records early in the year. The new low price and larger, more comfortable, interior have combined to make the Esprit a true value.

"During the past seven years, increases in retail sales have taken place during the introduction of new Lotus models," says Jim Blackwell, Chief Operating Officer of Lotus Cars USA. "But we haven't seen such a dramatic increase for quite some time."

A redesigned rear bulkhead has increased cockpit length to give more legroom. Pedals have been moved two inches forward. Pedal travel is shorter, quicker. There is four inches more headroom. The Connolly leather seats are two inches wider.

The center tunnel is lower and narrower, giving more elbow room. The doors open wider, making it much easier to get in and out.

The new wing, tailgate design, and front spoiler lower wind resistance and reduce front end lift to almost zero. Top speed increases to 165 miles per hour.

The turbocharged, intercooled, 264 horsepower engine has proven its reliability under race conditions. Zero to 60 in 4.7 seconds.

At \$67,345, the Esprit is a tremendous value.

## Welcome to Atlanta!

The next IMSA Bridgestone Supercar race will be here in Atlanta Sunday, April 18 at the new Atlanta Motor Speedway inside-the-oval road course.

Plan to be here. Doc Bundy, 1992 Champion in the series, won't be on his home Road Atlanta track where he has won the last two years. The AMS track will be new to all the drivers. Maybe the Porsches will have a chance.

## LCU News

### Jackson Pike named to national post

In order to provide more consistent communications for dealer relations and sales, Lotus Cars USA has changed its focus from a regional approach to one of national scope.

Jackson Pike has assumed the position of National Sales and Dealer Operations Manager.

Pike joined Lotus in 1988 and has served in both the service and sales areas. Prior to 1988 he was with Maserati of North America.

"We are pleased to have Jackson take over these new responsibilities," says Jim Blackwell, "and we are looking forward to the enthusiasm and dedication he brings to the management of our dealer body."

"This is just another step in our total commitment to the U.S. market."

### New ad runs

Full-page ads of a beautiful red Esprit have been running in several publications.

AutoWeek, MGM Grand Air, Physician's Travel, Dupont Registry, and the program for the televised People's Choice Awards have carried the ad.

### The Lotus Collection

Lotus dealers have just received the new Lotus Collection brochure showing the latest Lotus accessories, clothing and gifts.

Racing jackets, knit shirts, T-shirts, floor mats, car covers, key fobs, jacket patches, banners, books...and more.

See your Lotus dealer.

## Lotus gets Hummer contract

Lotus Engineering has been awarded the contract by the U.S. Government to install a prototype Lotus Active Suspension system in a Hummer, the vehicle that replaced the Jeep.

Lotus Engineering, working with Teledyne Continental Motors, beat stiff competition from other engineering firms.

Lotus had demonstrated the system on a British Army Alvis Scorpion tank.

The High-Mobility Multi-Purpose Wheeled Vehicle, HMMWV, was introduced in 1984. It is manufactured by AM General Corp, who have already delivered over 100,000 in twenty different models.

The Hummer has a steel box-section chassis with aluminum and composite body panels. All-wheel drive is provided by a General Motors 6.2 liter diesel producing 150 hp through a three-speed automatic transmission.

It has a track of six feet and weighs almost 4 tons fully laden.

Lotus will use the M1026 Armament Carrier, Armored, the 4-seat hatchback body style.

The Lotus Active Suspension system replaces the conventional springs and dampers with powerful microprocessor-controlled hydraulic actuators. The system moves the wheels to respond to the terrain instead of the other way around.

Lotus has built over fifty Active Suspension prototype vehicles, including the systems for the Formula One cars of Team Lotus.

## Lotus Registry

We have a good record of 80's and 90's original owners, but if you are not the original owner of a Lotus, please send us your name, address, phone numbers and vehicle identification number.

Be on record as a Lotus owner. We may need to get in touch with you, and you will be included on the newsletter mailing list.

Fax: 404-995-7698

## Write

This is the first issue of The LOTUS Letter. Tell us what you think. Let us know what you would like to see in future issues.

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## LotuSport races at home

The LotuSport team moves on to the second IMSA Bridgestone Supercar Championship race of the season here in Atlanta.

The first race came out well, very well. Doc Bundy, Andy Pilgrim and David Murry finished in LotuSport's first 1-2-3 victory.

The race was a 20-lap sprint around an 11-turn circuit through the streets of Miami.

The 3.6 liter Porsche 911 Turbos were faster in qualifying. Hans Stuck qualified first, Nick Ham second. Hurley Haywood was beside Doc in the second row.

First lap, Stuck slid into the tires in turn one. He bounced off into Ham's car. Stuck could not continue. Ham pitted to change a tire.

Bundy stayed out of the mess and slipped into first.

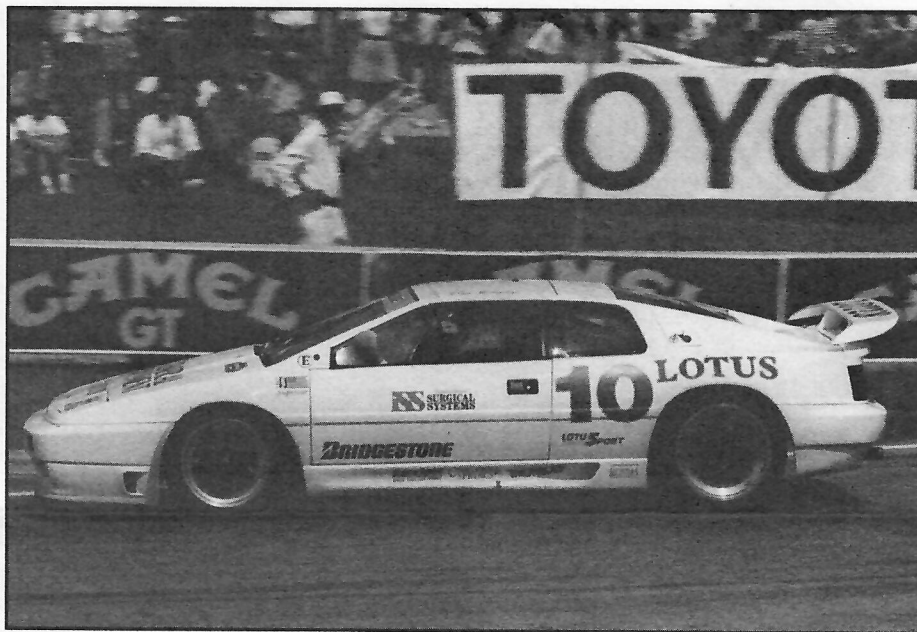
Later in the race, with Ham running back in the pack, his hood flew up. He drove back to the pits looking under and around the hood. Murry and Pilgrim were running two, three when they came upon the Porsche in a turn. Murry went outside, Ham moved outside, and Pilgrim slipped inside to take second.

That's the way they finished. Three Lotus drivers on the podium.

Bo Lemler, in the fourth Lotus, came in eighth.

Doc after the race: "Miami was a shock. We weren't expecting it, but it gives us a solid base for the rest of the season. Our goal is the manufacturers title."

**On to...**



Doc at Miami

## Atlanta

Two weeks before the race in Atlanta, Doc Bundy had not yet driven the course.

"Atlanta is a big unknown. Porsche will have a new car for Stuck, the Corvettes are running strong."

The Atlanta Motor Speedway track takes drivers through a twisting circuit in the infield, up onto the oval and back into the road course.

David Murry will be back after a Firehawk win at Sebring. Andy Pilgrim will return after a run in a Corvette in the 12 Hours of Sebring.

Steve Hansen will drive the fourth car. He bought an X180R, one of the limited edition of 20 race-ready Lotus Esprits.

He has done vintage racing. He owns a Lotus 51 Formula Ford from the 60's. He has never driven in a professional race. From Lotus owner to professional driver...

A fifth car will probably run. The driver has not been chosen. Any volunteers?

## Cleveland race added

The Budwiser Grand Prix of Cleveland is the latest addition to the IMSA Supercar schedule.

Our LotuSport team will add some excitement to the Saturday, July 10 lineup prior to Nigel Mansell's romp in his Indy car on Sunday.

### IMSA Bridgestone Supercar Championship

- April 18 - Atlanta Motor Speedway  
TNN
- May 31 - Lime Rock, CT  
TNN
- June 27 - Watkins Glen, NY  
TNN
- July 10 - Cleveland, OH
- July 25 - Laguna Seca, Monterey  
ESPN
- August 1 - Portland, OR  
ESPN
- September 19 - Pontiac, MI  
TNN
- October 2 - Phoenix, AZ  
ESPN

## Team Castrol Lotus

Johnny Herbert took fourth for Lotus, a second behind Michael Schumacher's Benetton, in a sometimes wet Brazilian Grand Prix.

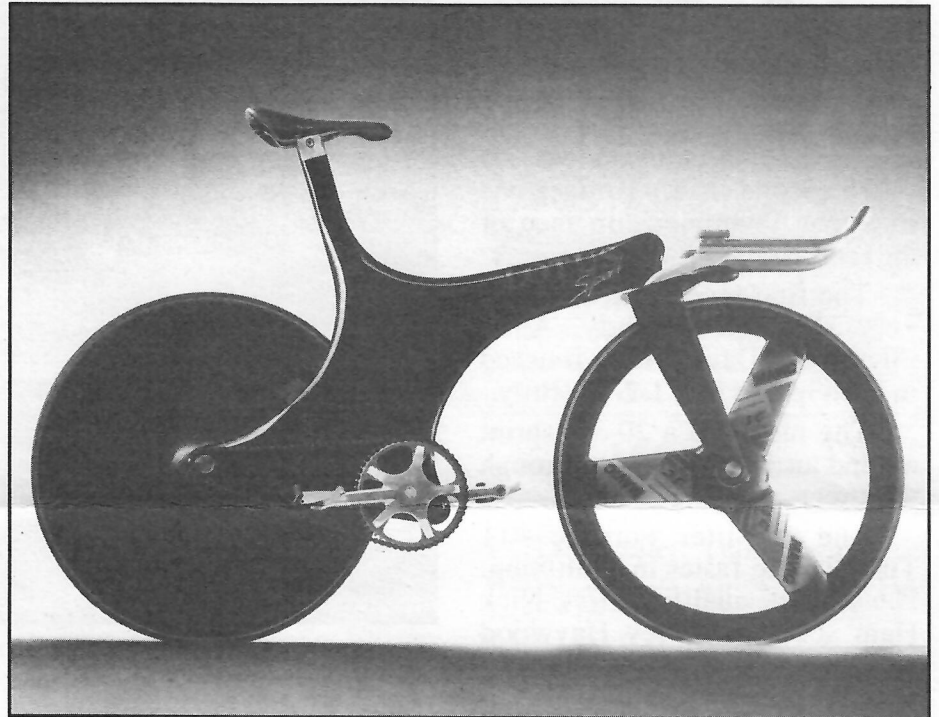
With two laps to go, Herbert's Lotus was third. Schumacher passed. Herbert passed him. Schumacher got by again in an exciting finish that gave Herbert and Lotus their first Championship points of the season.

Alessandro Zanardi got sixth and picked up his first points in just his second race as a Team Castrol Lotus driver.

Senna won at home after Prost spun in the rain.

### Remaining schedule:

- April 11 - European GP  
Donington Park, England
- April 25 - San Marino GP  
Imola, Italy
- May 9 - Spanish GP  
Barcelona
- May 23 - Monaco GP  
Monte Carlo
- June 13 - Canadian GP  
Gilles Villeneuve, Montreal
- July 4 - French GP ?
- July 11 - British GP  
Silverstone
- July 25 - German GP  
Hockenheim
- August 15 - Hungarian GP  
Budapest
- August 29 - Belgian GP  
Spa-Francorchamps
- September 12 - Italian GP  
Monza, Milan
- September 26 - Portuguese GP  
Estoril
- October 24 - Japanese GP  
Suzuka
- November 7 - Australian GP  
Adelaide



## Lotus Olympic bike in production

Last summer at the Olympics in Barcelona a young man named Chris Boardman got to the finals in the 4000-meter individual pursuit race.

Two racers start on opposite sides of the velodrome in a timed race of 16 laps.

He faced the current World Champion, Jens Lehmann.

These races are won by tenths or hundredths of a second. With a lap left, Boardman passed his opponent. The race was over. No racer had ever passed another in the history of the sport.

Boardman won the first gold medal in cycling for Great Britain in 74 years.

The bicycle, developed and built by Lotus Engineering, is now being manufactured by Lotus. High performance mountain bikes and sports racing bikes, suitable for the Tour de France, will be produced.

The hollow carbon fiber frame will be made by SP systems in

California. It will be assembled by Lotus at Hethel and will be marketed in the U.K. and Europe by British Eagle.

You can have one for \$5000.

A few months before the Olympics, Lotus engineer Rudy Thomann discovered a bike designed by Mike Burrows. He got Roger Becker interested, and Lotus aerodynamics engineer Richard Hill put it in the wind tunnel. It needed work. They redesigned it.

The Olympics bike got a monocoque frame, 4 1/2 pounds. Instead of forks to the wheels, it has a cantilevered monoblade, a solid carbon fiber blade to a wheel that is offset to the bicycle. Add some titanium fittings, wheels by Mavic. The forward-pointing handlebars (aerobars) allow the rider to lean forward, most of the body horizontal to the wind.

The bikes will be sold under the LotusSport trademark.