



Lotus takes Atlanta

April 18, 1993

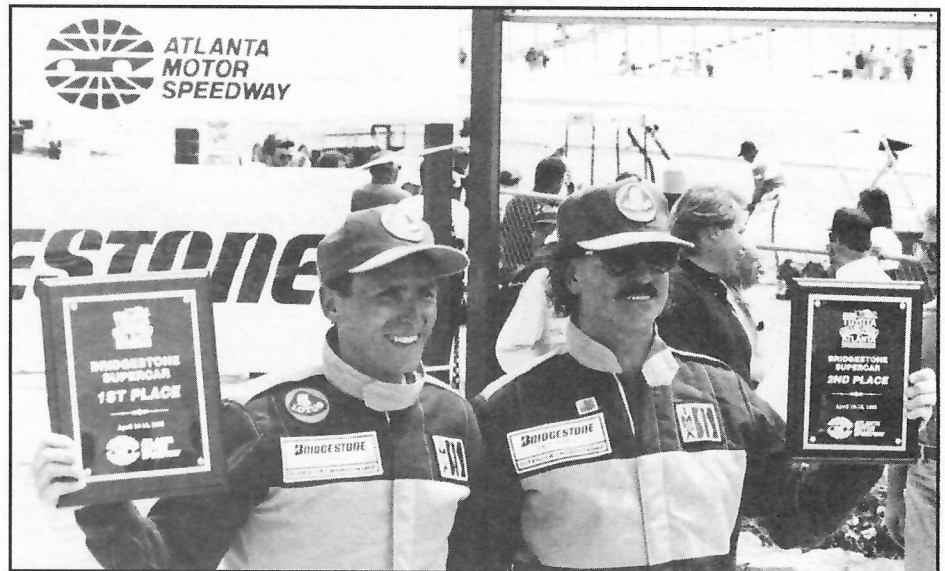
David Murry drove his No. 14 Lotus to victory in the second IMSA Bridgestone Supercar Championship race of the year, the first ever run on the new road course of the Atlanta Motor Speedway.

Doc Bundy drove hard from sixth to finish second in front of the Porsches of Hurley Haywood and Hans Stuck. Andy Pilgrim and Scott Lagasse got the fifth and sixth spots for Lotus. In his first professional race, Steve Hansen ran a clean, smart race to finish 13th after starting 17th.

Murry started the race second behind Pilgrim, quickly moved into first, held off the early challenge of Stuck in his powerful 3.6 liter Porsche 911 Turbo, and drove a flawless race, leading all the way, to win his first race for Lotus.

David said after the race, "It was a surprise. I thought the Porsches would dominate. Once I did the first lap and Stuck didn't get around me, I felt pretty good. He was 1 1/2 seconds faster in qualifying, I was expecting him to pass. But in three or four laps, I had put a little distance on him.

"It was exciting to win my first Supercar race. I was looking at the entry list before the race - Doc Bundy, Hurley Haywood, Hans Stuck - they're my heroes. And it's great to add some points for Lotus in the Manufacturers' Championship."



The Winners - David and Doc at AMS

Lotus takes Atlanta... again

May 8, 1993

David Murry did it again.

Thursday afternoon, before Friday's practice for the SCCA World Challenge race at Road Atlanta, Jack Ansley, after seeing the other race rigs rolling toward the track, told the team he had decided to enter a car.

LotusSport has been concentrating on the IMSA series, but Road Atlanta is nearby, and none of the LotusSport drivers had tested the redesigned, widened track.

Georgia First Bank sponsored the No. 14 Esprit with David Murry driving.

The team mounted Goodyear tires and put it on a trailer.

At qualifying, Saturday morning, David won the pole.

Boris Said followed in his Saleen

Mustang, then Elliott Forbes-Robinson in a Nissan 300 ZXT, and R.K Smith and Bill Cooper in Corvettes.

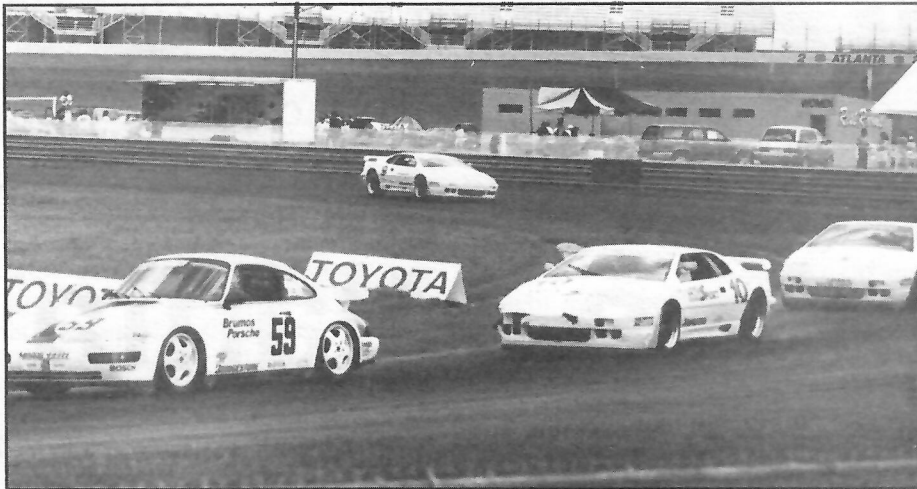
At the start, into turn one, David and Boris were side-by-side, David a half-length ahead. Said got by in turn two. Second lap, David took his Georgia First Bank Lotus around the Mustang cleanly in turn one.

Elliott Forbes-Robinson got by Said and stayed close to David for several laps. It was a one-hour, 40-lap race. As the front runners started lapping the B and C cars, David pulled away. The track announcer pointed out how masterfully David was getting by the slower traffic in the 38-car field. He lapped some of the C cars five times in the one-hour race. He won by 14.39 seconds.

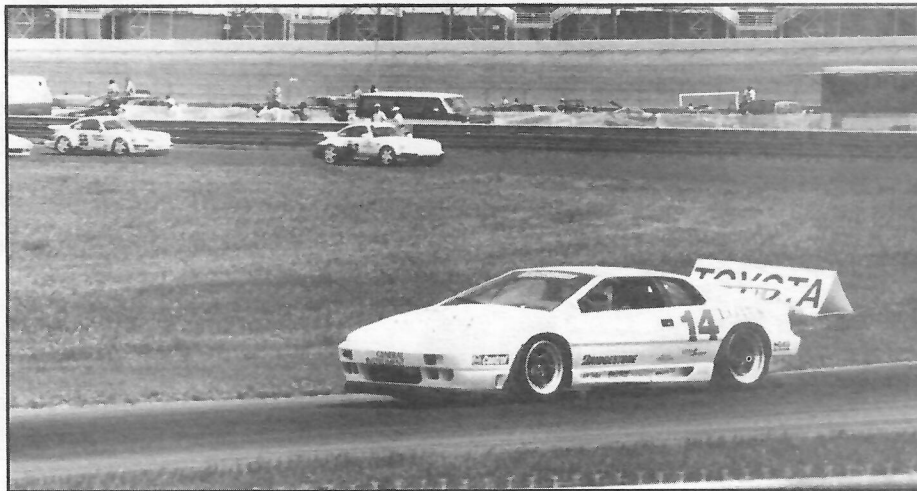
Next race

LIME ROCK

May 31



Doc, Andy, Scott chase Haywood through turn five at AMS



David leads Ham and Stuck



Andy discusses it with Alan Nobbs

Doc's Column:

Hello there! Bob has asked me to do a short column in each issue of the LotusSport Race Report. It is a real pleasure to talk to my Lotus friends.

This season has started out like gang busters, almost too good to be true. Two races, two wins - what more could you ask for? (Three for three?!) Well, don't get overconfident here. The competition is for real and, although David and Andy are very good drivers, we all know Porsche is working overtime to blow us away.

What's doing it for us is an inherently good car - it has great handling, good brakes and an impressive engine coupled with excellent reliability. We're not always the fastest, but we seem to know how to win. And that's what it's all about, right?!

This success is contagious too, for sales are brisk on the 93 Esprit. It seems everywhere I go more and more people are telling me how much they like the Lotus Esprit and either want to own one or are as happy as punch that they do own one.

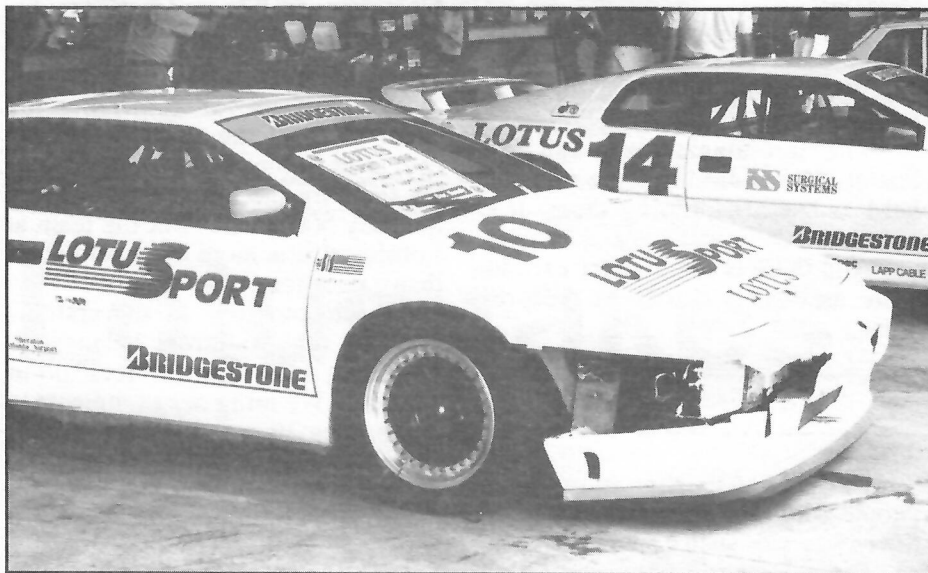
I can tell you this: the time has never been better to own an Esprit. (The 93 Esprit is an especially fun one!)

The future looks very bright with product and plans, most of which I wouldn't dare put in print, but...if you came and supported us at the races I'd be more than happy to talk with you about some of these!

Until next time...see ya'll at the races!!

LOTUSPORT

Jack Ansley - team owner
 Doc Bundy - driver/consultant
 David Arner - marketing
 Joe Grassi - crew chief No. 10
 Ed Webb - crew No. 14
 Ed Wheeler - crew No. 11
 Walt Puckett - crew No. 12
 Kyla Godden - coordinator
 Bob Patterson - newsletter



Doc's car after Atlanta Motor Speedway

An interview with Doc Bundy

I had changed my car totally before the race, at morning warmup. I was still not pleased with the way the car was handling.

I really didn't expect to do all that well. I was conservative at first, we had changed so much on the car. Scott passed me going into the first turn, and I just kind of fell in behind and waited. But then I saw that they weren't running away from me.

I got to looking at the line in front of me, and I said, 'the hell with this.' The car is still my car, it's still under me, I can control it, I can catch it. So I said, 'I'm going to go up there and play.'

I literally forgot about the handling of the car. Obviously it wasn't too far off, but it wasn't where it should be. It was very nervous. It kept wanting to swap ends on me.

I repassed Scott, and then I moved up on Nick. The thing that struck me was that the Porsche drivers seemed to be pacing themselves, saving their cars. If they are going to save it, I need to get in there and mess up their strategy some, make them run harder than they wanted to, or get by them and make them chase me to use up their cars.

That became my strategy.

I tried to get Nick, but I really couldn't get him. He got Hurley, then I got Hurley. Nick got Andy, and I got Andy.

Then Stuck had his spin. I guess he just went into turn four too fast. That is a very, very, very difficult area, probably my least favorite area on the race track.

Then I started working on Nick. He was slow in the turns. He was almost stopping for the corners in the infield. I'd come up there and bump him in the back end. He could stop his car and I couldn't. So, Boom, I'd hit him in the back end. Then he'd take off and I'd run after him.

He told me after the race that he had a shifting problem. He actually came up and apologized for holding me up. At the same time I apologized for hitting him. I wasn't hitting him on purpose, I just couldn't stop.

The Porsche's have phenomenal brakes. They can go deeper than we can at a higher rate of speed and stop shorter.

I made a couple of stabs at passing him on the outside of a couple of corners. I tried a move in turn one. I couldn't pull it off.

I was trying to judge the gaps. I didn't want to be too close on entry. Then I would be slow on exit. I was trying to plan my gap so I could plant my power and come out with

him, perfectly timed to come up beside him. Whichever door he left open, I was going through.

Into turn two, I saw his rear end lock up. He couldn't get it out of 5th. When he tried to get it out of 5th, he got 2nd. That's what spun him.

Then he let his car go. Rule of thumb is, you just lock it down, So people behind you can predict where you're going. They can read your momentum and take evasive action. I was trying my damndest to stop my car. I kept aiming at the middle of his car, thinking he's going to indicate to me which direction the car was rolling. I could have gone to the outside, but that was being used up. When I committed to the inside - even with the brakes still on, I committed to the inside - he stopped it.

Continued on page 4

IMSA Bridgestone Supercar Championship 1993

Miami February 21

- | | |
|-------------------|----------|
| 1) Doc Bundy | Lotus |
| 2) Andy Pilgrim | Lotus |
| 3) David Murry | Lotus |
| 4) Hurley Haywood | Porsche |
| 5) Sean Roe | Corvette |
| 8) Bo Lemler | Lotus |

Atlanta April 18

- | | |
|-------------------|---------|
| 1) David Murry | Lotus |
| 2) Doc Bundy | Lotus |
| 3) Hurley Haywood | Porsche |
| 4) Hans Stuck | Porsche |
| 5) Andy Pilgrim | Lotus |
| 6) Scott Lagasse | Lotus |
| 13) Steve Hansen | Lotus |

May 31 - Lime Rock, CT
TNN

June 27 - Watkins Glen, NY
TNN

July 10 - Cleveland, OH
TNN

July 25 - Laguna Seca, CA
ESPN

August 1 - Portland, OR
ESPN

September 19 - Pontiac, MI
TNN

October 2 - Phoenix, AZ
ESPN

Doc continued

That's when I just clipped his front end with mine.

While that was going on, Hurley and Andy went back by me. I might have done a lap behind him, then I repassed Andy. Then I started working on Hurley.

He was pretty strong. He was slow on the corners, but would pull away on the straightaways. They hold us up, then they go away. That's defensive racing. It left me no option but to get him in the infield. Finally he was slow enough through 7,8,9.

In the entry to 9 he stayed to the right. That's the slow corner leading back onto the oval. I just dived to the inside. Once I committed, he started turning back into me. Then he saw my car there. You can see the marks on my car. He hit me in the middle of my car.

Once we touched, I knew the only safe thing, so that he didn't spin me, was to go back on the throttle, to lean against him. Which is what I did. Which in turn pushed him out and allowed Andy to come through too. Andy was having gearbox problems, so Hurley got back by him.

I opened up enough gap so he couldn't get me on the straights. He would close up. I'd open up ten car lengths and he would come all the way back up to my bumper. I was having handling and braking problems. I couldn't go deep and have any prayer of stopping. Half the time I didn't think I would stop for turn two. I'd just stick the car in there and make it.

It was the hardest I've worked in the three years of racing the Lotus.

Doc continues

More Doc

The thing about the Lotus is, even though the car was not spot-on the way it can be, it's still good enough to do well in races.

They are amazingly tough. As fast as we are driving them now, as hard as we are running them. It's amazing.

And there is not another car out there as close to stock as we are. None.

Thanks:

I would like to thank some of the people who made the Atlanta Motor Speedway race such a success:

Roger Becker's crew from Lotus Engineering - Alan Nobbs, getting over the flu after a trip to Australia to help the new Lotus team down under; Colin Marriott, who brought Matthew Becker and Richard Walton - all worked hard.

Helping Joe, Ed, Ed and Walt were Chip Maddox and Chase Jerol, Scott Legasse's crew, and from Lotus Cars USA, Andy Waldrep and Stan Amerson.

And we all thank the Sheraton Atlanta Airport Hotel for their hospitality.

Winning the SCCA World Challenge race would not have been possible without the sponsorship of Georgia First Bank, and the enthusiasm of their president, Andy Walker.

Jack Ansley

Racing Business

by David Arner

Most of us can remember the exact moment the magic of racing caught us. It may have been going to the track for the first time, or seeing the Indy 500 on TV. For the team at LotusSport it is more of an addiction than a vocation.

While our love of the sport is why we race, our real business is providing marketing services to our sponsors. We bring our excitement to companies in a way that spreads enthusiasm to employees, sales force and customers. The goal of our motorsports marketing program is to increase our sponsor's sales.

LotusSport is extremely pleased to have teamed up with International Surgical Systems and Georgia First Bank in 1993, along with support from NGK spark plugs. The future, also, looks very bright. The team is currently negotiating with a major beer company and a leading supplier of mobile communications. The addition of television coverage for all the races has definitely increased our sponsors exposure.

I ask our readers to feel free to contact me if they have any ideas on how we might improve our marketing efforts, or, if you or your company are interested in more information on our services.

LOTUS

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