



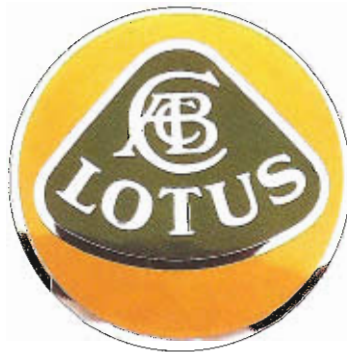
ELAN

You have never driven a car like the new Lotus Elan because there has never been a car like it.

It embodies precisely the same principles which have kept Lotus at the forefront of motorsport and thoroughbred road car production for over 40 years. An absolute piece of design, aimed uncompromisingly at the driver, offering levels of performance and agility which are immensely rewarding.

There has never been a car which covered the ground so quickly and so enjoyably.

The latest Elan sets new world standards of handling, performance and style. These high levels have been achieved without compromising practicality or elegance - the Elan is essentially a car for daily use.

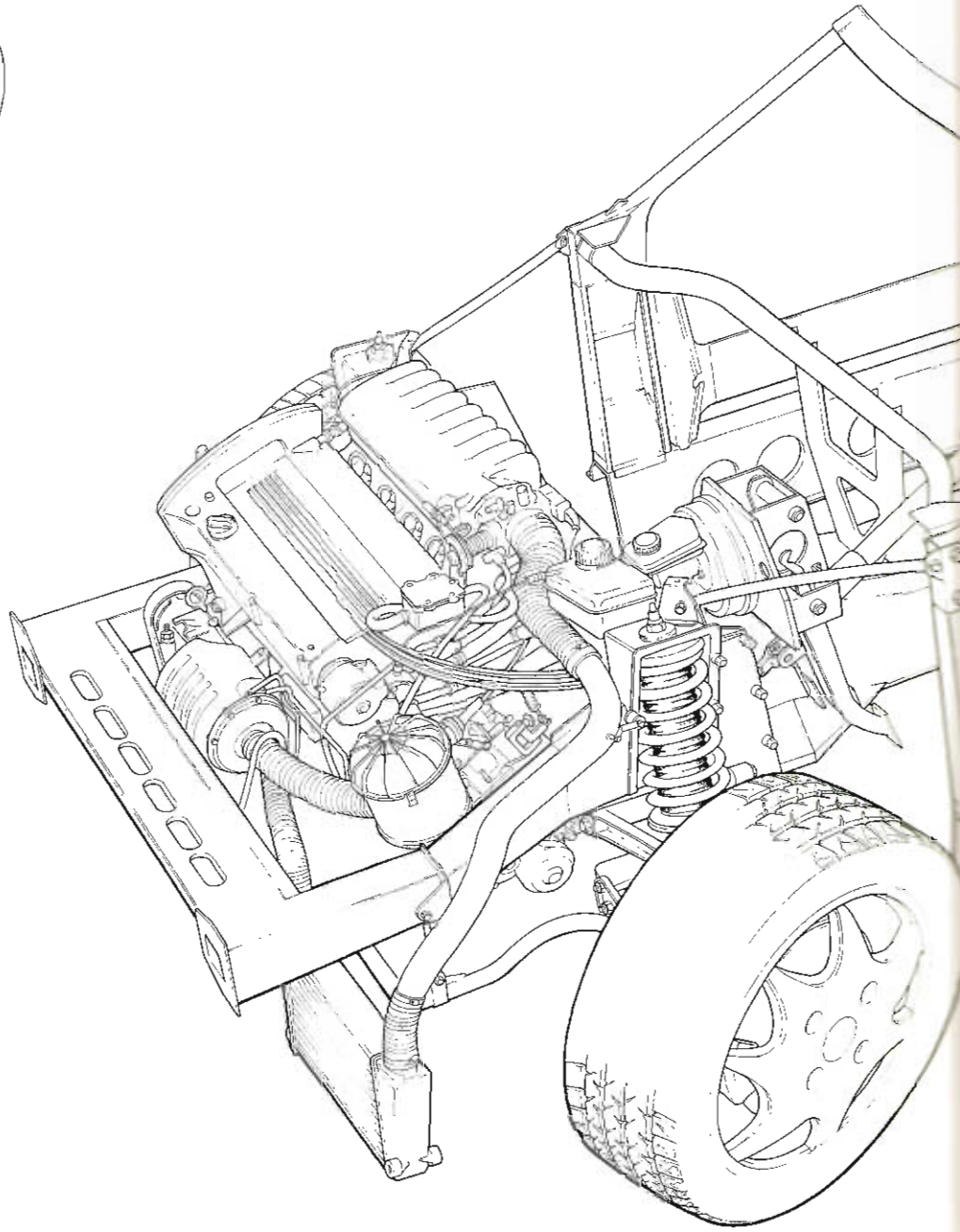
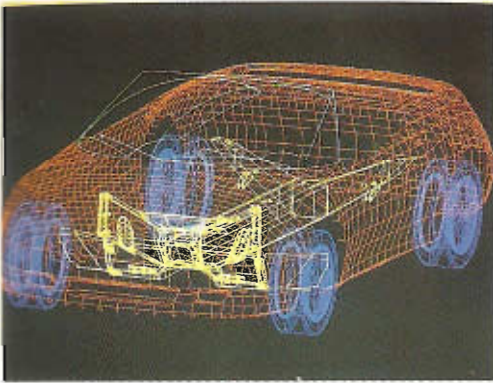
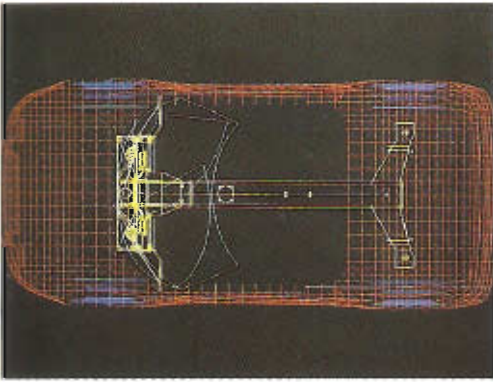
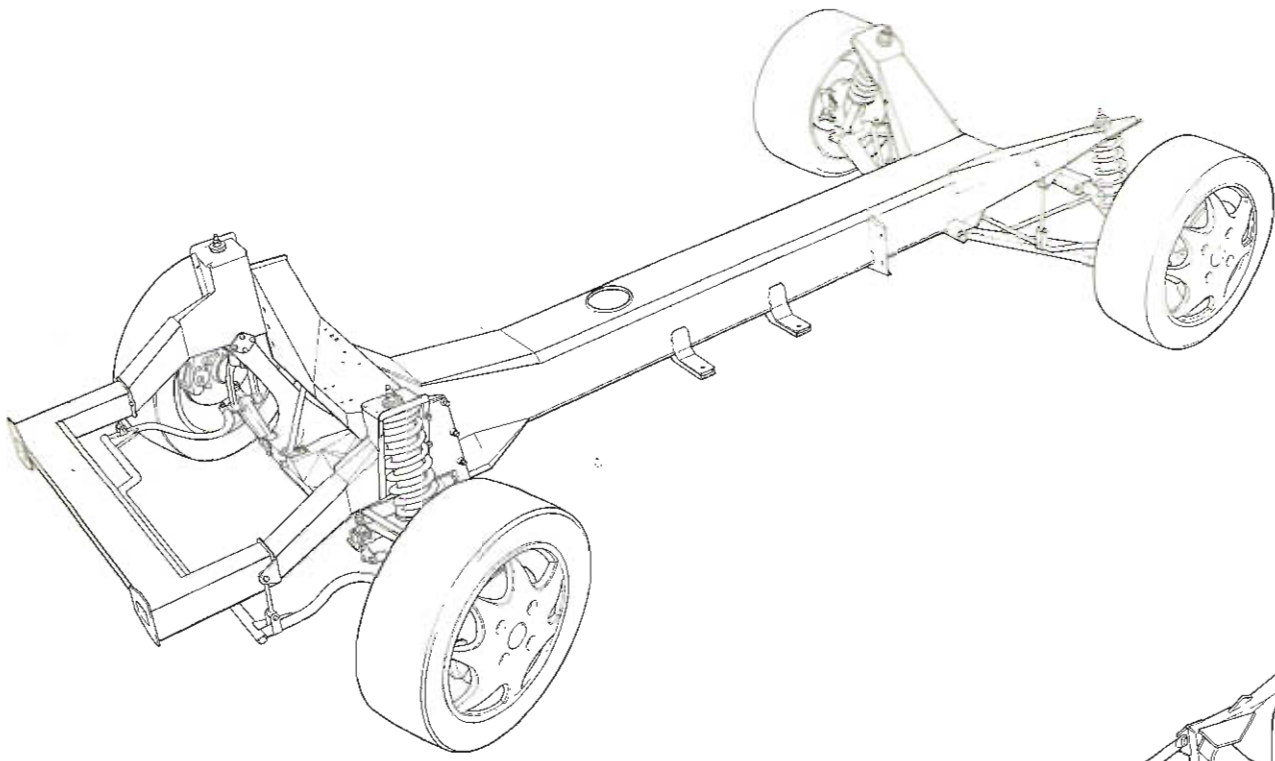


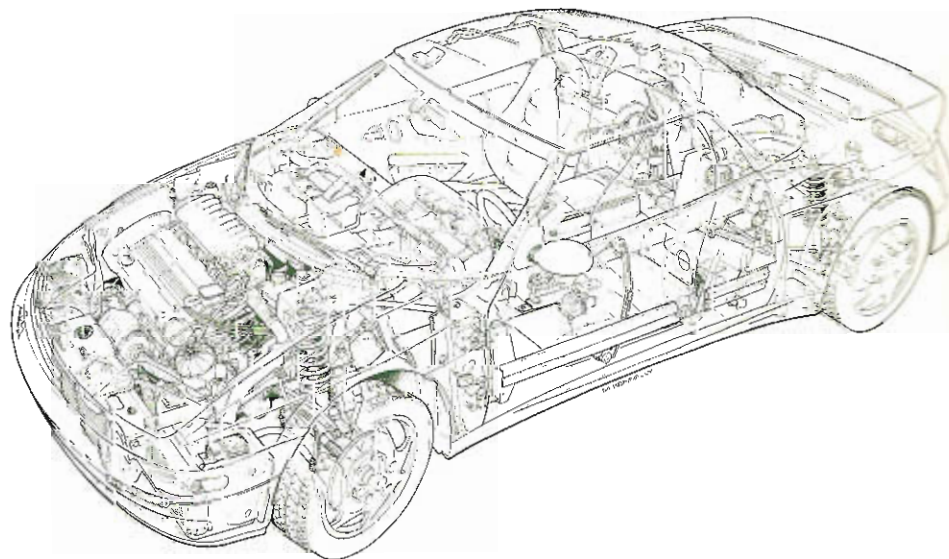
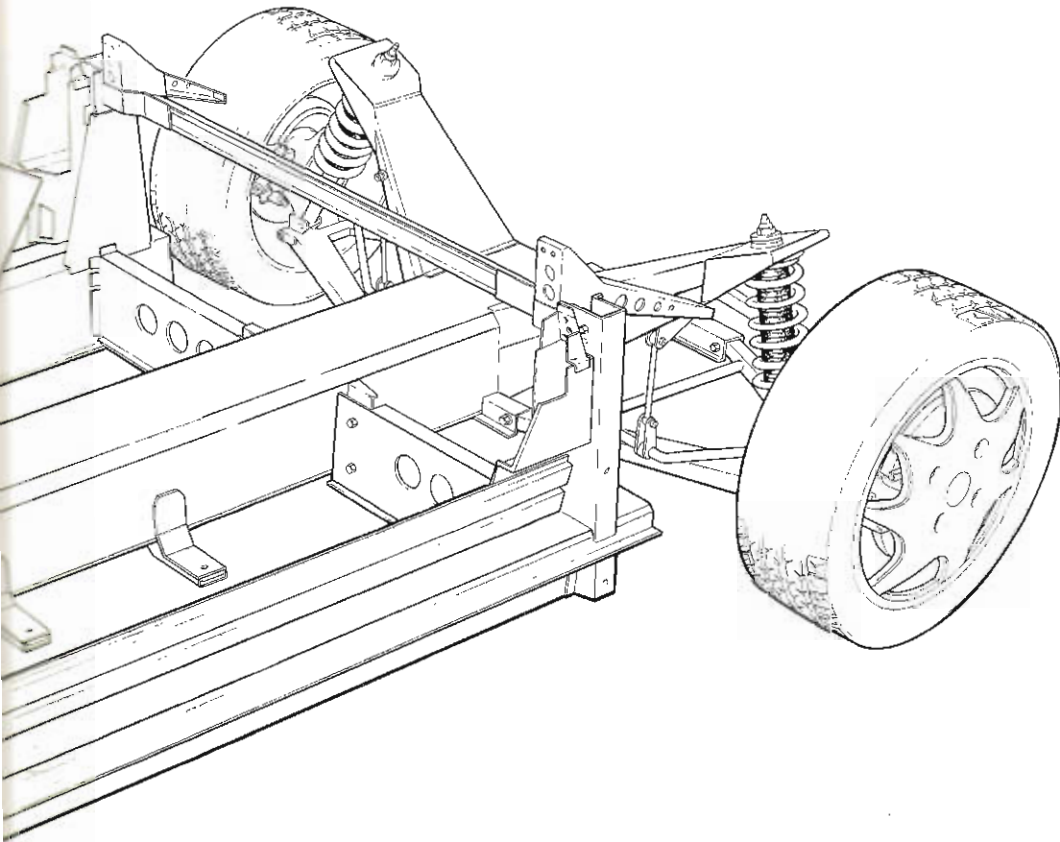
**Handling
performance
and style.**

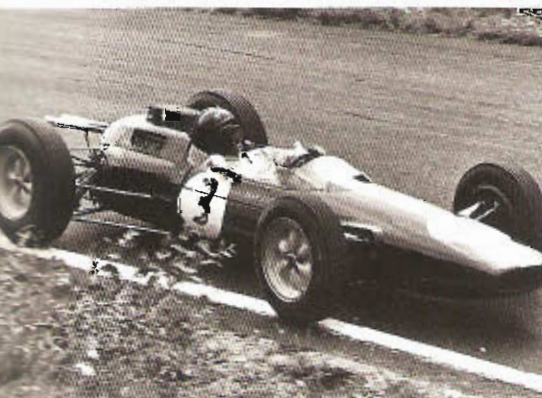


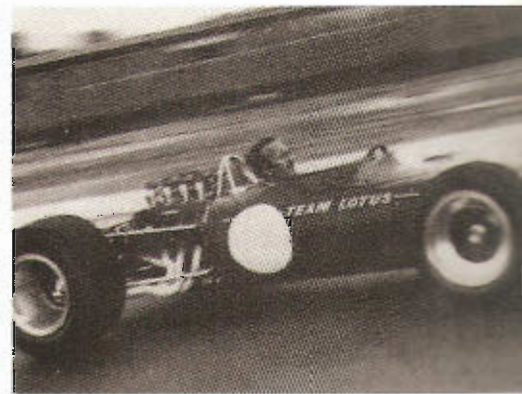




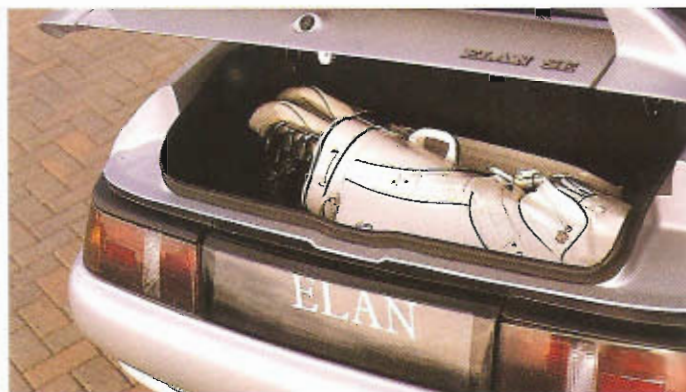














ELAN THE STORY

In 1962 the Elan made history. Lotus rewrote the book on sports car design. Lotus created a car for the age, a leader for a generation. A car which, in handling and performance, took a quantum leap.

In 1986 Lotus took the decision once again to design a compact, open two-seater sports car, one that would set new standards for the 1990's.

In establishing the design philosophy, again Lotus rewrote the rule books.

For the 1990's the challenge is more complex. Sporting saloons have built on the advances made by Lotus and others, and reached high levels of performance, grip and cornering power. A new generation of drivers has grown up with front wheel drive as their main experience. People now expect much higher levels of creature comfort, space and practicality, which can no longer be compromised for performance or driving pleasure.

To take a new quantum leap in this environment was the challenge for Lotus.

The Elan was reborn, a stunningly proportioned, agile two-seater sports car - high performance couple' with exceptional handling balance.

A world beater for the 1990's.

The following pages examine the I response to this challenge, the challenge standards in handling, performance





Handling performance and style.

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