



## **LOTUS CARS UAE CELEBRATES LANDMARK MOMENT**

### **WITH FIRST LOTUS ELETRE CUSTOMER DELIVERY IN THE MIDDLE EAST**

- First-ever handover of Lotus Eletre (GCC specifications) has been completed in the Middle East and in Dubai, the United Arab Emirates.
- A milestone moment for Lotus Cars in the region as deliveries commence of the latest hyper-SUV aimed at a new generation of buyers.
- The most advanced Lotus ever, blending comfort, performance, and cutting-edge design into an extremely desirable lifestyle package.
- Test drives and order booking open with Adamas Motor Group.

**[Dubai, United Arab Emirates, 02/07/2024]**, Adamas Motor Group, the exclusive Retail Partner of Lotus Cars in the UAE proudly marks a historic milestone with the delivery and handover of the first customer example of the GCC specification Lotus Eletre in the Middle East. This significant event highlights the company's commitment to pioneering automotive experiences in the region and marks a landmark moment for Lotus Cars as local deliveries of the long-anticipated hyper-SUV commence at pace.

The delivery ceremony, held at Adamas Motor Group state-of-the-art showroom in Dubai, was attended by the local Emirati customer, accompanied by the leadership of both companies including Karl Hamer, Chairman & CEO of Adamas Motor Group and Dan Balmer, President and CEO of Lotus Cars in the Middle East and Asia Pacific.

The striking Lotus Eletre S delivered to the customer perfectly showcased the opulent specification of the vehicle which exemplifies modern luxury and innovation. The exterior features a striking Solar Yellow paint theme complemented by Gloss Black wheels, creating a head-turning presence on the road. Inside, the Quarts Interior theme envelops the passenger in luxury with Nappa Leather seats and Dark Grey Leather steering wheel accented with Steel Blue.

Karl Hamer, Chairman & CEO of Adamas Motor Group commented, "Today marks an important development in our exciting journey with Lotus Cars, as we start deliveries of the first lifestyle



product from this iconic British brand. This truly exceptional hyper-SUV is a perfect showcase of Lotus' commitment to world-class automotive innovation, but also highlights our continued focus on delivering pioneering automotive experiences to our discerning clientele in the UAE and Bahrain. We eagerly anticipate introducing further Lotus products in the months ahead, to solidify the brand with a range ideally suited to our discerning customers in the UAE."

Dan Balmer, President and CEO of Lotus Cars in the Middle East and Asia Pacific said, "The Eletre marks a new era of Lotus engineering and innovation, as the company utilizes its 76 years of heritage to create a state-of-the-art new model. The UAE is a key market for Lotus Cars and we are glad, along with our partners at Adamas Motor Group, to witness the first delivery of a GCC spec Eletre. Our Hyper-SUV has become globally renowned to be a ground-breaking electric SUV while remaining true to the Lotus race car DNA".

The vehicle is available for test drives with order book open via Lotus Cars UAE and priced from AED 496,000 (including VAT). For further information on Lotus Eletre in the UAE, please visit: <https://lotuscars.ae/campaign/eletre>.

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#### **[About Adamas Motors]**

Adamas Motors is a prestige-performance motor group based in Dubai, UAE and focusing on providing an unparalleled offering of automotive-lifestyle products across their key markets of Bahrain, UAE, and Hong Kong.

The progressive automotive group represents some of the world's most iconic automotive franchises including Automobili Pininfarina, Aston Martin, INEOS Automotive, Lotus, McLaren Automotive and Morgan Motor Company and has a vision to be a global leader in the premium automotive industry.

#### **[About Lotus Cars]**

Lotus is a global performance brand built on solid foundations and a rich heritage. Since the formation of Lotus in 1948, it has been pioneering true automotive innovation, introducing cutting-edge technologies and designs to meet its uncompromising vision of how a car should look, perform, and feel. Lotus Group is made up of a high-performance sports car business, Lotus Cars, and an all-electric luxury mobility provider, Lotus Technology. Together, we are setting a new standard for automotive excellence.



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