



LOTUS CARS UAE CONFIRMS REVISED 25MY EMIRA LINE-UP INCLUDING NEW PERFORMANCE TURBO SE FLAGSHIP

- Lotus revises Emira line-up to enhance offering to customers.
- Emira Turbo, Turbo SE, and Emira V6 to replace the existing First Edition variants.
- New Emira Turbo SE variant features new levels of performance including an increase in power and torque over the existing Emira First Edition, making it the quickest Emira to date.
- Emira Turbo SE is capable of 0-100 KM/H in 4 seconds and has a maximum speed of 290 KM/H.
- New range of option packs and features introduced including new wheel finishes, audio option internal & external model branding
- Emira Turbo and Emira V6 are available in Vivid Red as the standard colour with the Emira Turbo SE featuring Zinc Grey.
- Now available for pre-orders in the UAE with prices starting from AED 410,000.

[30 September 2024, Dubai, UAE], Adamas Motor Group, the official dealer of Lotus Cars in the United Arab Emirates and Kingdom of Bahrain is delighted to confirm the 2025 Emira lineup to include the Emira Turbo, Emira Turbo SE and Emira V6. These new derivatives build on the strong foundations of the Emira First Edition and Emira V6 First Edition which have captivated driving enthusiasts around the world since their respective launches in 2022 and 2023.

The new models feature enhanced levels of performance and design whilst building on the attributes the automotive world has come to expect, including striking lines, thrilling dynamic performance delivering a unique blend of ride and handling, outstanding aerodynamics.

Customers will still have the choice of the Lotus Emira V6 with its supercharged 3.5-litre engine which is matched to a choice of six-speed manual and automatic transmissions. Drivers will also be able to choose between the Emira Turbo and Turbo SE which both utilise a 4-cylinder variable geometry Turbocharged engine with an 8-speed dual-clutch transmission (DCT) gearbox.

“We are thrilled to announce the addition of new variants to the award winning Emira, one of the most successful Lotus models to date. In 2025, the Emira range will extend to meet wider customer needs while retaining the brand’s DNA and driving dynamics Lotus is renowned for.”

Dan Balmer, President & CEO, Lotus Cars – Asia Pacific, Middle East & Africa.

“The Lotus Emira has quickly become one of the most successful and sought-after sportscars in the UAE and the latest 2025 line-up exemplifies our shared passion about performance and innovation. Adamas Motor Group remains deeply committed to matching this product excellence with the highest quality of customer service to ensure that the ownership experience of our clients is as thrilling as the cars themselves.”

Karl Hamer, Chairman & CEO – Adamas Motor Group



Powertrain performance

The Emira Turbo is powered by a 4-cylinder variable geometry turbocharged 360bhp engine with an 8-speed DCT gearbox. This performance has been enhanced in the new Emira Turbo SE which is equipped with 400 bhp and has an increase in torque of 40Nm. The Emira V6 maintains its 400bhp charge-cooled and supercharged 3.5-litre V6 engine, which is available with a choice of standard 6-speed manual or cost option 6-speed automatic gearbox.

Core Features

Lotus has incorporated new levels of performance features and all new design features into the Emira Turbo, Emira Turbo SE and Emira V6. In addition to a wide array of options that are available for customers who want to choose the Emira that reflects them.

Emira Turbo

The Emira Turbo features new core performance features such as single piece brakes, alongside a host of new design features. These include new 20" 10-Spoke lightweight cast alloy wheel in gloss silver, new 'Emira Turbo' branding, new standard foot pedals and a new interior technical fabric headliner.

Other key core features include Vivid Red paint, black brake callipers, black leather interior, 12-way electric seats, Touring suspension settings and the acclaimed Goodyear Eagle F1 SuperSport tyres which have been developed exclusively for Emira.

Emira Turbo SE

The Emira Turbo SE also hosts a variety of new performance features such as an increase of 40 PS and 50 Nm which equates to an 11mph increase in top speed and a reduction in 0-100km/h time to 4.0 seconds. The Emira Turbo SE comes with the Lotus Drivers Pack as standard including Sports suspension settings, uprated cross drilled and ventilated two-piece brake discs and launch control.

In addition to performance enhancements the Emira Turbo SE also comes with a variety of core design features. These include newly finished 20" V-spoke forged Satin Grey wheels as standard as well as Zinc Grey paint, Alcantara headliner, red brake calipers, new 'Emira Turbo SE' badging, new black Lotus branding and black Lotus badging and tailpipes.

Emira V6

The Emira V6 includes performance features such as cross drilled and ventilated two-piece brake discs, Goodyear Eagle F1 SuperSport tyres, Touring suspension and a limited slip differential (LSD) for manual models. The Emira V6 also hosts a number of design features such as headlining, A-Pillars and Cantrail in black technical fabric and new branding.

Naming

The naming of the vehicles stems from Lotus's rich history.

The Emira Turbo reflects not only the 2-litre turbocharged in-line four-cylinder engine but when the turbo was first implemented in 1980 with the Turbo Esprit, which was one of the early production sports cars to use this technology.



Further, the Emira Turbo SE harks back to when SE was originally an optional ‘Special Equipment’ package, first introduced on the Type 14 Elite. It was also used with the Type 26 Elan, Elan SE Turbo, Lotus Cortina and the Elan S3, Elan S4 and Plus 2. In addition, Lotus has historically used the SE variant to identify higher output and more standard equipment are the Esprit Turbo SE, Excel SE, Elan SE and the Europa SE. Hence to stay true to the Lotus ‘SE’ brand, the Emira Turbo SE adopts ‘SE’ to reflect the higher output and increased levels of equipment.

ENDS

About Lotus

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.

The [Lotus Media Site](#) contains news, images, films, technical specifications, and full details of current models, as well as heritage cars and engineering technology.

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.

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