



## LOTUS CARS UAE SHOWCASES A NEW RANGE OF ELECTRIC VEHICLES AT WETEX 2024

- Lotus Cars UAE presented new Eletre and Emeya electric vehicles at WETEX 2024.
- Leading global event for sustainable transportation provided ideal platform for Lotus to highlight its cutting-edge technology.
- Orders and test drive bookings for Emeya and Eletre in the UAE now open with prices starting from AED 439,000.

[04 October 2024, Dubai, UAE], Adamas Motor Group, the official dealer of Lotus Cars in the United Arab Emirates, has concluded its participation in the 26<sup>th</sup> edition of the Water, Energy, Technology and Environment Exhibition (WETEX), which took place between 01-03 October 2024 at the Dubai World Trade Center. The iconic British brand utilised the event as a platform to showcase its new range of fully-electric Lotus Emeya and Eletre vehicles, while also delivering a keynote presentation concerning the groundbreaking technologies featured in their products.

WETEX, organised by the Dubai Electricity and Water Authority (DEWA) is a leading global platform, which highlights the latest technologies in water, energy and environmental sustainability. With a focus on accelerating clean energy adoption and electric propulsion in the automotive and mobility sectors, WETEX provided the perfect setting for Lotus Cars to display a range of their next-generation lifestyle vehicles, which received an overwhelmingly positive reception from the industry leaders and show attendees alike.

On display at the Lotus Cars UAE stand situated within Green Mobility Hall were the all-electric Lotus Eletre and Lotus Emeya, two groundbreaking models representing a bold new chapter in the brand's electrification journey.

The new Eletre Hyper-SUV is the first of a new breed of pure electric lifestyle vehicles from the iconic British manufacturer and marks a defining moment in its history. It is aimed at a new generation of Lotus customers and showcases the brand's commitment to innovation, performance and sustainable motoring.

The Emeya, a next-generation all-electric Hyper-GT, follows in the footsteps of the Eletre and further supports Lotus's vision of becoming an all-electric global luxury brand. This revolutionary four-door vehicle combines the dynamic performance that Lotus is renowned for with world-class refinement, comfort, usability, and connectivity, offering drivers the ultimate grand touring experience.

Karl Hamer, Chairman and CEO of Adamas Motor Group, commented: *"We are thrilled to participate in WETEX this year, showcasing the new range of fully electric vehicles from Lotus, including the all-new Emeya and Eletre. The event is a wonderful platform for us to present our offering in high-performance electric mobility, and we are grateful to the organizers for such an exceptional initiative. WETEX allows us to engage with a forward-thinking audience and demonstrate how Lotus is driving the future of electrification while staying true to the legacy of cutting-edge engineering and design."*



Dan Balmer, President and CEO of Lotus Cars Asia Pacific and Middle East expressed: *“We are proud of the cutting-edge technology we are offering our customers. Our electric vehicle lineup reaffirms our dedication to pushing innovative boundaries in line with our brand positioning as a global technological brand”*.

The new Lotus Emeya and Eletre are available for test drives with order book open via Lotus Cars UAE, operated by Adamas Motor Group. For further information on Lotus Cars in the UAE, please visit: <https://www.lotuscars.com/en-AE>.

ENDS

#### 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

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.

For Lotus Cars on social media please follow:



For media, please contact

Name: Adam Gron

Designation: Group Marketing & PR Director

Email: [adam.gron@adamasmotors.com](mailto:adam.gron@adamasmotors.com)

Mob: +971 (0) 56 687 0191