



## LOTUS CARS UAE CELEBRATES RECORD-BREAKING TRACK DAY AT DUBAI AUTODROME

- “Born on Track” event held at Dubai Autodrome on 23 January 2025.
- Over 70 Lotus sportscars gathered for the largest Lotus event yet in the Middle East.
- Celebration of growing and vibrant community of Lotus owners in the UAE.

[28 January 2025, Dubai, UAE], Lotus Cars UAE, operated by Adamas Motor Group, are proud to announce the resounding success of a historic track day held from Dubai Autodrome on Thursday, 23 January 2025. The gathering, which saw over 70 Lotus sportscars take to the track, became the largest assembly of Lotus vehicles ever held in the Middle East – a true testament to the overwhelmingly positive reception of this iconic British brand in the UAE.

The event provided an excellent platform for Lotus Cars UAE to share updates on planned facility developments and the expanding lineup of electrified vehicles, including the Lotus Eletre and Emeya, which led the opening parade. Additionally, the gathering showcased the unwavering passion of brand enthusiasts and owners, who brought their Lotus Emira sportscars as well as various legacy models, such as the Evora and Exige, to the track.

Karl Hamer, Chairman and CEO of Adamas Motor Group, commented: *“I would like to extend our sincere gratitude to all Lotus owners who joined us on the track last week. The event was a fantastic showcase of the unique spirit of Lotus Cars, combined with the customer-centric and personalized approach of Adamas Motors. We’re delighted to have welcomed so many owners, and we look forward to continuing our engagement with the community as we take the brand to even greater heights.”*

For further information on the range of Lotus Cars in the UAE, please visit:  
<https://www.lotuscars.com/en-AE>.

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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

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:



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