



LOTUS CARS HONOURS LEGENDARY RACING DRIVER JIM CLARK WITH EXCLUSIVE EMIRA CLARK EDITION

- Limited edition of 60 cars available in selected markets including UAE and Bahrain
- Special collaboration with the Jim Clark Trust, celebrating 60 years since the greatest season of successes by any racing driver
- World premiere at the 2025 Formula 1 Miami Grand Prix
- Based on the Emira V6, with a 400 hp supercharged 3.5-litre V6 engine
- Design inspired by the legendary Team Lotus cars that won the F1 World Championship and Indianapolis 500 in 1965
- Bespoke Clark Racing Green exterior paint and heritage-inspired livery
- Unique Jim Clark badging and interior details

[02 May 2025, Dubai, UAE], Lotus Cars UAE, operated by Adamas Motor Group, are proud to announce that order books are now open for a new and exclusive Lotus Emira Jim Clark Edition. This exclusive model, conceived to honour one of the greatest drivers of all time will be strictly limited to 60 units in select markets, including the UAE and Bahrain.

Karl Hamer, Chairman and CEO of Adamas Motor Group, commented: *“The new Emira Clark edition is a real homage to one of motorsport’s true icons. As an authorised Retail Partner of Lotus Cars in both the UAE and Bahrain, we are extremely proud to offer this exclusive and highly collectible model to our discerning customers.”*

The legacy of Jim Clark and Team Lotus is forever etched into the history of motorsport. In 1965, Clark secured the Formula 1 World Championship with Team Lotus and triumphed in the iconic Indianapolis 500 — a remarkable double victory that remains unmatched to this day. That same year, Clark further demonstrated his extraordinary talent with championship victories in Formula 2 and the Tasman Series in Australia and New Zealand, as well as winning touring car races in a Lotus Cortina.

This unparalleled success story serves as the inspiration behind the creation of the Lotus Emira Clark Edition — a fitting tribute to a driver whose achievements continue to define excellence and innovation in racing.

Exclusive design and interior

The body of the exclusive Emira is finished in Clark Racing Green with a contrasting black roof, silver mirrors and an iconic yellow racing stripe flared around the front end, inspired by Clark’s 1965 Indianapolis 500-winning Lotus Type 38. A machined aluminium fuel filler cap with a blue anodised centre and yellow exhaust pipes further enhance the exclusive look. A hand-painted yellow pinstripe picks out the Emira swage line, complemented by Clark Edition branding on the doors inspired by the Clark logo used on his racing cars.

The interior exudes pure motorsport and nostalgia. The sports seats’ asymmetrical finish is reminiscent of the red-trimmed Lotus racing cars Clark drove in 1965 and emphasise the driver-focused nature of the Emira Clark Edition



with a driver's seat upholstered in red leather and Alcantara®, while the passenger seat is upholstered in black leather and Alcantara®.

The Emira Clark Edition also has a sixties-style wooden gear knob and special commemorative Jim Clark badging featuring Clark's personalised tartan from Lochcarron, Scotland. Additional details complement the interior, including a Jim Clark signature on the dashboard and Team Lotus detailing on the seats.

Every Emira Clark Edition will have numbered carbon fibre treadplates (1 of 60) adding to the exclusive feel of this very limited edition. Each customer will also receive a bespoke hand-crafted leather holdall with unique Clark Edition details.

Based on the powerful Lotus Emira V6

The Emira Clark Edition is based on the Lotus Emira V6 and combines the brand's sporting performance with a stylish tribute to the Scottish racing legend and his Lotus racing cars. The Lotus Emira V6 is powered by a 400 hp supercharged 3.5-litre V6 engine with a six-speed manual gearbox and limited-slip differential. The Emira V6 offers a pure driving experience thanks to the unfiltered hydraulic steering feel and the Lotus Driver's pack which includes sports suspension, Track Mode and revised exhaust sound.

A worldwide tribute to a racing legend

With the Emira Clark Edition, Lotus pays tribute to one of the most iconic drivers in the history of motorsport. The combination of exclusive design and uncompromising performance makes this limited edition a coveted collector's item for car enthusiasts worldwide. The pricing for new Emira Clark Edition starts from AED 532,000 in the UAE and BHD 57,300 in the Kingdom of Bahrain.

For further information on the range of 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.

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