



MEDIA INFORMATION

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“The world’s most premium sustainable car”: Lotus Evija wins prestigious International Design Award

- **British all-electric hypercar honoured as ‘Product Design of the Year’ at the International Design Awards**
- **Awards recognise, celebrate and promote global design visionaries**
- **Jury names Evija “the world's most premium sustainable car”**
- **All-new ‘Evija in London’ images released to celebrate the award at www.media.lotuscars.com**

(Hethel, UK – 11 February 2021) – The all-electric Lotus Evija hypercar has been recognised in the prestigious International Design Awards (IDAs), winning the ‘Product Design of the Year’ category.

Established in 2007 by a group of leading international designers, visionaries and entrepreneurs as a response to a lack of pure design awards in their field, the IDAs have a truly global profile. They celebrate smart and sustainable multi-disciplinary designs, promoting outstanding creativity while uncovering emerging talent.

The award was presented to Lotus after being selected by a panel jury representing each of the five diverse IDA disciplines – Architecture, Fashion, Interior, Product and Graphic Design. The jurors evaluated entries from more than 80 countries, each exhibiting the highest standards of design. The Evija was honoured for its breathtaking ability to stretch boundaries of automotive design.

Members of the IDA jury commented that the Lotus Evija “paves a way towards a more sustainable future whilst embodying an exceptional aerodynamic aesthetic”, and that “its seductive style elevates the Evija to be the world's most premium sustainable car”.

The Lotus Evija was built with a simple goal – to be the absolute pinnacle of world-class engineering and the most powerful performance car ‘For The Drivers’. It harnesses Lotus’ technical expertise, fine-tuned over more than seven decades, to create a masterclass of automotive excellence.

Russell Carr, Director of Design, Lotus, said: “Everyone at Lotus is honoured to receive this award. The Evija is an incredibly important car for Lotus; it is inspired by our innovative past and is the ultimate statement of intent for our ambitious and exciting future. It also sets the standard for a new Lotus design language.”

To celebrate the IDA award, Lotus has released a set of new images of the Lotus Evija. Shot on the streets of London prior to the current UK lockdown restrictions, they reveal every facet of the hypercar’s stunning design. Find them at www.media.lotuscars.com

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