



MEDIA INFORMATION

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Lotus global retail sales up 24% in best performance for a decade

- **Worldwide sales of 1,710 new cars in 2021, up from 1,378 in 2020**
- **Increase of 24% as customers snap up final versions of Lotus Elise, Exige and Evora**

(Hethel, UK – 7 January 2022) – Lotus has revealed its best annual global retail sales performance since 2011. The outstanding figures prove worldwide excitement about the brand's transformation is translating into customers buying cars.

Retailers sold 1,710 new cars in 2021, the year the iconic Elise, Exige and Evora ended production. That compares with 1,378 sales in 2020, an increase of 24%. The Elise was the global top-seller as fans sought to secure a piece of automotive history via the highly specced Sport 240 Final Edition and the Cup 250 Final Edition models.

Sales performance was impressive across the globe. In Europe, the UK was up 29%, with Belgium the star performer up 37%. North American retailers covering USA and Canada were up 111% year-on-year, which was also their best performance in 10 years.

Records were broken in the Asia-Pacific region, where Japan had its best year since 2015, Australia since 2018 and Hong Kong since 2014. Qatar, which has been selling Lotus since 2016, had its best year ever. Further evidence of the ongoing transformation of the business came in Bahrain, Thailand and New Zealand, where Lotus sold its first new cars for at least seven years.

Geoff Dowding, Executive Director, Sales and Aftersales, Lotus, commented: "Our global retailers have risen to the challenge of giving the Elise, Exige and Evora the send-off they deserved. It means we're in great shape for 2022 to focus on the all-new Lotus Emira, our last petrol-powered sports car and the best of breed."

Matt Windle, Managing Director, Lotus Cars, added: “In difficult circumstances our retailers have delivered what was asked of them and more. It’s testament to their hard work, and that of our manufacturing, marketing, sales and distribution teams around the world. A huge thank you to everyone involved – what a way to move into the era of Emira.”

The top 10 Lotus markets globally were:

Position	Market
1	USA
2	Japan
3	UK
4	Germany
5	France
6	Italy
7	Australia
8	Belgium
9	Switzerland
10	China

Ends

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About Lotus

Lotus Cars is based in Hethel, Norfolk, UK, and is the global HQ for sports car and hypercar manufacturing operations, the Lotus Advanced Performance Centre and the iconic 2.2-mile test track. Lotus Cars builds world-class high-performance cars, born out of legendary success on the racetrack including 13 FIA Formula 1 world titles and many other championship honours. In July 2021 Lotus unveiled the all-new Lotus Emira, its last and best-of-breed petrol-powered sports car. The first customer cars will be delivered in 2022. In July 2019 it launched the Evija, the world's first all-electric British hypercar. Customer deliveries will begin during 2022.

Lotus Engineering provides comprehensive consultancy services to many of the world's OEMs and Tier 1 suppliers. It is internationally recognised for its long-standing contribution to ground-breaking engineering and innovative vehicle development. Its expertise extends beyond automotive; in August 2021 a Lotus Engineering-developed track bike helped Team GB's cyclists win seven medals, including three golds, at the Tokyo Olympics. An international consultancy with offices around the world, Lotus Engineering is headquartered at the Lotus Advanced Technology Centre on the University of Warwick's Wellesbourne Campus in the UK.

Lotus Technology is the global 'intelligent technology' division based in Wuhan, China. Its role is to accelerate innovation in the fields of batteries and energy management, electric motors, electronic control systems, intelligent driving, intelligent manufacturing and many more. It will oversee the manufacture of a range of premium Lotus lifestyle electric vehicles in Wuhan starting in 2022.

Lotus Group is the parent company of the above subsidiaries and others. It is part of Geely Automotive, the fastest-growing automotive group in the world. Geely has a 51% controlling stake, with 49% owned by Etika Automotive, a Malaysian conglomerate.