



GINO ROSATO ANNOUNCES THE FIRST TWO LOTUS AMBASSADORS GUY LAFLEUR AND PATRICE BRISEBOIS

Montreal, June 11, 2010 – Gino Rosato, Vice-President of Corporate Affairs at Lotus Cars, has announced the appointment of Guy Lafleur and Patrice Brisebois as the first international ambassadors of the prestigious automobile manufacturer.

Over the next 12 months, LOTUS CARS hopes to increase that number to twenty ambassadors, all exceptional men and women whose varied accomplishments have made an impact on the public. For Rosato, who is mandated to submit names to the decision committee, it was natural to suggest two Quebecers as the first ambassadors.

"I am proud to be a Quebecer and it's really a dream come true to be able to launch this LOTUS initiative by naming two of our eminent sports figures as the first ambassadors. I see this circle of ambassadors as a big family who will spread the LOTUS good word around the world. LOTUS has a legendary history that needs to be conveyed by major personalities in order to reach and inspire people and encourage them to dream. I am confident that Guy and Patrice are the ideal choices to fulfil that mission."

The first person selected under the new ambassador program was Guy Lafleur, whose career spans 17 years in the NHL, 14 of them with the Montreal Canadiens. One of Quebec's greatest hockey icons with 518 regular-season goals, the "Blond Devil" helped the Canadiens win five Stanley Cups. The number 10 jersey that he wore for more than 1000 games was retired in 1985.

The second appointee is another "glorious", Patrice Brisebois. A former Montreal Canadiens defenseman, Brisebois played with the Canadiens for 16 seasons and was able to raise the Stanley Cup in 1993. He announced his retirement from the NHL on September 24, 2009. That same night, he received the Jean Beliveau Trophy. With more time to devote to his new passion for auto racing, the talented driver has participated in a number of Ferrari Challenge and NASCAR races.

The ambassadors will be invited to all key LOTUS CARS events and the world's major auto shows, and will travel to England, at their convenience, to visit the LOTUS plant. In addition, each ambassador will have access to a new LOTUS Evora for travel and public appearances.

LOTUS EVORA

First new Lotus since the iconic Elise launched 15 years ago, the award-winning Evora is the world's only mid-engine 2+2, reflecting the manufacturer's 60-year tradition of creating cars that focus on the driving experience. Powered by a 3.5-liter V6 engine producing 276 hp, it offers the sensational styling and breathtaking performance of an exotic sports car, combined with high-tech features and ease of handling that make it a pleasure to drive any time.

ABOUT LOTUS CARS

Lotus Cars produces prestigious, internationally renowned, high-performance sports cars, sold in 37 countries. These include the iconic Lotus Elise, Exige, Europa and the new award-winning Lotus Evora. Lotus is a rapidly developing global company committed to advancing technology by spearheading research in areas such as hybrid and electric vehicles and renewable fuels.

Information, photos, interviews :



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