



**The car.** In 1978, Giorgetto Giugiaro was commissioned to restyle a car whose original design had already captured both world attention and a worthy number of driving championships. At the same time, a Lotus engineering team was hard at work refining a remarkable engine and chassis; the components of which had been triggered three decades earlier by a mere spark of Colin Chapman's complex imagination. Today, these combined efforts have resulted in the evolution of a car whose capabilities are clearly inspiring. Yet beyond the intricacies of its impressive design, acceleration achievements and turbocharged specifications, exists an automobile that has retained one element simplistic to its original concept: the ability to stir the souls of those who live to drive.

**The tradition behind it.** From the challenging expanse of the great Eifel Mountains of West Germany to the snarling country-side encircling the Principality of Monaco, the Grand Prix has sustained its reputation as the pinnacle of international driving competition. A rigorous spectacle of the world's most sophisticated, technically advanced cars, it first generated excitement in 1906 at LeMans in northwestern France, and has since spanned the continents to dazzle racing enthusiasts from South Africa to the United States. A truly international sport, the Grand Prix has earned its status as the ultimate measure of a car's craftsmanship. As a symbol of racing achievement, it is an event that has faithfully served as a showcase for Lotus' winning tradition of excellence.

**The car.** In 1978, Giorgetto Giugiaro was commissioned to restyle a car whose original design had already captured both world attention and a worthy number of driving championships. At the same time, a Lotus engineering team was hard at work refining a remarkable engine and chassis; the components of which had been triggered three decades earlier by a mere spark of Colin Chapman's complex imagination. Today, these combined efforts have resulted in the evolution of a car whose capabilities are clearly inspiring. Yet beyond the intricacies of its impressive design, acceleration achievements and turbocharged specifications, exists an automobile that has retained one element simplistic to its original concept: the ability to stir the souls of those who live to drive.

**The tradition behind it.** From the challenging expanse of the great Eifel Mountains of West Germany to the snarling country-side encircling the Principality of Monaco, the Grand Prix has sustained its reputation as the pinnacle of international driving competition. A rigorous spectacle of the world's most sophisticated, technically advanced cars, it first generated excitement in 1906 at LeMans in northwestern France, and has since spanned the continents to dazzle racing enthusiasts from South Africa to the United States. A truly international sport, the Grand Prix has earned its status as the ultimate measure of a car's craftsmanship. As a symbol of racing achievement, it is an event that has faithfully served as a showcase for Lotus' winning tradition of excellence.

**The creator.** At the age of twenty, Colin Chapman designed his first dream in what was to be a lifelong fascination with the technicalities of the automobile. He dubbed his dream "Lotus," a heartfelt title that contradicted a world of automotive engineering he once described as "full of grease and dirt and con rods..." Chapman's initial vision would eventually garner his dreamcar 72 Grand Prix victories and numerous design accolades. Although his death in 1982 marked the finale of a career that set new standards for innovation, the Lotus Turbo Esprit remains a tribute to Colin Chapman's foresight and imagination.

Making the transition from Grand Prix to city street is a feat not every automobile is capable of gracefully accomplishing. Lotus' credentials have proven otherwise. From renovated instrumentation to safety refinements to improved aerodynamics, no compromises have been made in quality. The designers and engineers behind the Turbo Esprit have simply enhanced what has always made Lotus slightly more extraordinary than even its fiercest competitor.