



LOTUS
70
1948 - 2018

The Lotus 70th Anniversary Celebration day is nearly here, and we are looking forward to seeing you on September 29th, 2018. Please find enclosed your Admission ticket and relevant car pass for the event, and below you will find your joining instructions.

Address for Event:

Group Lotus Plc. Potash Lane, Hethel, Norwich, Norfolk, NR14 8EZ, England. **Please do not follow your satellite navigation**; it will take you to the back of Potash Lane which is not passable via car. Please follow the signs from the A11 and B1135.

Arriving on site:

Due to the limited amount of space at the factory we have had to limit the number of cars that are able to park on site and will be closing Potash Lane to anyone who is not displaying the correct windscreen ticket.

You have been provided with a **yellow** windscreen pass to be displayed in the top left hand corner of your car windscreen. It is vital that you display this on the day or you will not be admitted access to Potash Lane or on to the Lotus site without it.

Your **yellow** windscreen pass admits your pre-booked Lotus car, you and your ONE passenger (max) will need one Admission ticket per person, including children. (Please note that animals are not permitted on to site, except for guide/service dogs.)

We request that you arrive at Hethel between 7:30am and 9am on the 29th September to avoid delays. Cars arriving after 9am only be admitted on to site when there is an appropriate moment that does not pose any risk to pedestrians, please arrive on time to help us manage this safety precaution.

Once on Site:

You will be guided on to the Lotus test track to park your car. Please follow the instructions of the marshals, who will be asked to park in a certain way to maximise the number of cars we are able to park.

The official opening hours of the event is from 10am until 4pm and you will be asked to remain on site with your car until the end of the day.

The provisional track schedule for the day can be found below:

10:15am – 110 Lotus Bike Club parade
10:45am – Welcome and Introductory Speeches from Senior Lotus Executives
11:00am – Unveiling of the Lotus Special Cars
11:30am – Classic Team Lotus display (1)
12:00pm – Sunbeam Rally Cars
12:30pm – Lotus dynamics display
13:00pm – One of 'every Lotus car ever made' parade
14:00pm – Lotus Driving Academy- Win a Hot lap!
14:30pm – Classic team Lotus display (2)
15:00pm – Special Event set up
15:30pm – Special Event activity

There will be an exciting opportunity at the end of the day for you to drive your car on the track as part of a parade. If you do not wish to take part in this activity, please notify us before 19th September so that we can arrange alternative parking on site for your car.

We are sure this will be a fun day, and a special one to remember. The event has been designed with you in mind and as a thank you for your custom and loyalty over the years and for being part of our Lotus family. This is a hugely exciting milestone for Group Lotus, and for the Geely Group,

We look forward to welcoming you to Lotus.

Best regards

Marcus Blake
Commercial Director

GROUP LOTUS PLC

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