

ABSOLUTE LOTUS MAGAZINE

LOTUS IN SOUTH KOREA

Lotus's global network of flagship showrooms continues to expand with a facility in Seoul, South Korea, being the latest branch to open. It's part of the firm's Vision80 strategy to become, in Lotus's own words, "an all-electric global luxury technology brand" by 2028. The three-floor, 7750sq ft showroom has opened in Dosondaero-ro, Gangnam-ro, an area made famous by the Psy hit *Gangnam Style* in 2012.

Kolon Mobility Group is the sole Lotus distributor in the region and will begin delivering Eletres and Emiras to customers in the first quarter of 2024.

LOTUS'S CARWOW GONG



Lotus has scooped a Brand of the Year award from one-stop car shop Carwow. Mat Watson, the face of Carwow's YouTube channel, said: "Lotus is right back on form and it's great to see. The Emira is peak Lotus: light, responsive and fun, the Eletre shows that the British brand isn't scared to embrace the future with a really impressive electric SUV, and the new Emeya gives me plenty of reason to think the company has a bright future."

Conor Horne, Lotus Commercial Director, UK and Ireland, added: "Winning Brand of the Year from Carwow is a fantastic finale to our 75th anniversary. With Eletre now in the hands of customers across the UK and Europe, and the world premiere of Emeya generating a huge amount of media interest and reservations, 2023 has been an amazing success story for Lotus. It's just the start - there is so much more to come in 2024 and beyond."

New Zealand gathering



New Zealand has two Lotus clubs, who seldom meet due to the minor inconvenience of the Cook Strait flowing between the islands they are based on. In October 2023, however, members of Club Lotus of the north boarded the ferry to join Southern Lotus in the usually sunny Marlborough region to mark Lotus's 75th anniversary. And sunny it was, once everyone arrived, though both groups had their share of wild, wet, windy and cold weather on their respective journeys (two days driving south from Auckland and one day coming north from Christchurch).

After a day of relaxing, local tours, much eating and socialising, 47 Lotuses lined up for a display on Omaka Aerodrome in a carefully planned '75' formation, making for a spectacular aerial photograph that was the centrepiece of the event.

The group then migrated south via the East Coast Highway and inland to Hanmer Springs, followed by a trip to the surreal Rodin Cars facility the following day. Nestled in the remote hills you'll find the home of the final Type 125 cars, which Rodin acquired, built, re-engineered and re-branded as the F-Zed. In Rodin's own words, there really is nothing like this place.

After an amazing long weekend, half the group bid farewell while the rest completed a clockwise tour around the top half of the South Island, driving some of NZ's finest roads while enjoying the magnificent surroundings of the West Coast, Buller Gorge and Golden Bay, up to the very top of the island. As the rain returned in the last couple of days, it was time for the North Islanders to sail home and complete their 2200-mile round trip. A trip of a lifetime.

