



**Lotus stuns Paris show with five new models
Malaysiakini.com**

October 2, 2010

The 2010 Paris Motor Show seems to be quite a significant occasion for Group Lotus Plc.

The Proton-owned company has taken the opportunity to show off up to five new models which will be introduced into the world market gradually.

The Lotus Elan, Esprit, Elite, Elise and Eterne were instant and constant crowd pullers among sports car enthusiasts.

The extraordinary reception just goes to show that Group Lotus is back on track to make a comeback into the world of super sports cars after a long lapse from the industry.

Group Lotus chairman Mohd Nadzmi Mohd Salleh said he was elated with the overwhelming response.

"In my 25 years in the automobile industry, I have never seen anything like this. The crowds just keep coming and stay long at the Lotus exhibition area. This just goes to show their interest in the Lotus cars on display," he told Malaysian reporters here.

Mohd Nadzmi said executives from other car makers, who were also at the Paris Motor Show, were amazed with the Group Lotus's ability to launch five cars at one go after working on them for only nine months.

They were also impressed with the captivating design of the models which would be released in the market gradually over five years.

Rebuilding Lotus' image

Meanwhile, Proton Holdings Bhd group managing director Syed Zainal Abidin Syed Mohamed Tahir said the unveiling of the five new models would not only help rebuild and raise Lotus' image but also that of Proton as the owner of Lotus.

"As you are aware, Lotus is a 100 percent wholly-owned subsidiary of Proton. Whatever spin off effects and perception of Lotus will indirectly benefit Proton as shareholder and owner.

Syed Zainal also said Malaysians should be proud of this feat as it was proof of Proton's achievement in transforming Lotus.

He said Proton would continue to work closely with Lotus which has in turn agreed to help the national car company emerge a global player.

- Bernama