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ROMEO



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LOTUS SPIRIT

Colin Chapman's design and engineering philosophies still drive every Lotus made today – as does his racing spirit, his belief that man and machine can be as one.

His original core values of performance through lightweight, driving excitement, exceptional ride and handling, efficiency, elegance and innovation ensure that Lotus cars deliver both on track and road.

Some of the world's most legendary race drivers enjoyed Formula One Grand Prix victories behind the wheel of a Lotus. And just as Colin Chapman revolutionised the sport of motor racing, Lotus today offers road cars which push the boundaries, challenge the perceived 'norm' and thrill and excite.

Once you have owned a Lotus, you understand what driving should be all about.



LOTUS MOTORSPORT HISTORY

Colin Chapman built and raced his first competition car in March 1948. The altered Austin Seven, the first ever car to be registered as a Lotus, gained two class awards at a trials competition Chapman entered. However, Chapman wanted to do even better – so he quickly moved onto the Lotus Mk II.

Designed as a state of the art trials car (that was road registered) with the Mk II, Chapman started to ‘change the rules’. He changed axle ratios, raised the compression ratio, fitted stronger valve springs and incorporated a different carburettor. The Mk II’s success was outstanding; and so was born a legend.

Of course Chapman is best known for his success in Formula One Grand Prix racing. Team Lotus claimed its first Formula One victory in 1961 and its first Formula One World Championship in 1963. The team’s illustrious 36-year history of competing in the sport delivered seventy-nine Grand Prix race wins, seven Constructors’ and six Drivers’ World Championships at the hands of such celebrated drivers as Jim Clark, Graham Hill, Jochen Rindt, Emerson Fittipaldi, Mario Andretti and Ayrton Senna. During this time Chapman truly revolutionised the sport, pioneering

almost every significant technological step in the design of a Formula One car; lightweight monocoque structures, aerodynamic downforce, active suspension, mid mounted radiators to reduce frontal area, making the engine part of the chassis. Even the lying down driving position and commercial sponsorship liveries were introduced first on a Lotus. But the most important philosophy was light weight. Colin Chapman said himself, “Adding power makes you faster on the straights. Subtracting weight makes you faster everywhere”.

But it is not just in Formula One that Lotus has had success. Unique in the motor industry, Lotus has won at Le Mans, won the World Rally Championship, won saloon car and sportcar championships, become GT champions and has even won an Olympic gold medal.

From such a racing pedigree came the natural development of road cars, Chapman’s success in motorsport providing increased credibility for the Lotus brand and a natural cascade of technology. Those same core elements and brand values that Chapman originated are still fundamental to every Lotus made today.



Those same core elements and brand values that Chapman originated are still fundamental to every Lotus made today.

THE 2010 LOTUS EXIGE CUP 260



The ultimate road legal race car - the 2010 Lotus Exige Cup 260. Probably the car that Chapman would have been most proud of.

The true epitome of the Lotus brand philosophy of 'performance through light weight', the Exige Cup 260 is one of the most exhilarating, focused and pure sportscars on the road today.

Take the significant weight savings introduced in last year's model, extensive body and aerodynamic improvements as introduced on the 2010 Exige, together with some exciting

new components and technologies and you have the purest Exige yet.

Bespoke track-derived developments from the factory's GT3 race car programme include a new composite rear wing, restyled front end with composite splitter, even greater use of carbon fibre and the introduction of launch control.

Time to have some supercharged fun...

FEATURES



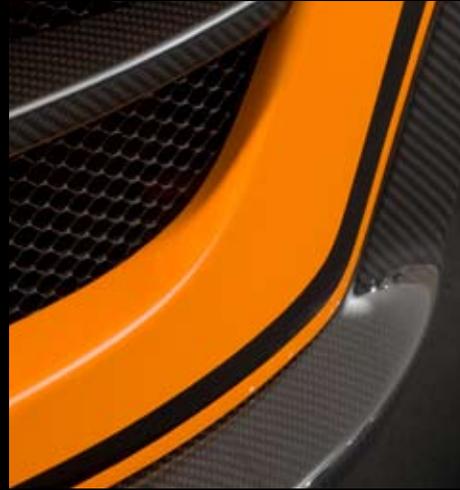
The Lotus Exige Cup 260 is fully homologated for road use in Europe and parts of Asia.

Extensive use of carbon fibre and lightweight components produces exhilarating performance – as well as extraordinary fuel economy and class leading emissions.

Compared to the already lightweight Lotus Exige S, use of additional carbon fibre and other weight saving components gives a weight saving of 34kg.

Removal of other non essential components gives a further weight saving of 4kg.

This reduction in vehicle mass is complemented by an impressive 30% increase in lateral stiffness to the rear subframe suspension pickup points (giving better tyre contact patch). There is also a new restyled front end including a new more efficient front splitter, balanced aerodynamically by the introduction of the larger GT3-style carbon chord composite rear wing.



FEATURES

Carbon Fibre

- Composite front splitter (carbon chord)
- Composite rear wing (carbon chord) - 181 mm wider, mounted 46 mm higher and 61 mm further back
- Roof panel
- FIA and HANS compliant driver and passenger seats*
- One piece carbon fibre dash top panel
- Rear tailgate
- Centre tunnel
- Front access panels
- Side air intake ducts including horizontal vanes

Lightweight components

- Lightweight motorsport battery
- Ultra-lightweight five spoke forged alloy wheels
- Revised rear engine subframe with lightweight coating
- Lightweight flywheel
- Lightweight composite bulkhead panel replaces rear window
- Alloy supercharger U bend pipes

General Information

- Evolution of rear diffuser and structural shear panel developed on GT3 race programme, increasing lateral stiffness of rear subframe by 30%
- Ohlins 2-way adjustable dampers
- Launch control
- Variable traction control
- High flow roof scoop
- Oil Accusump system and twin oil coolers
- Non airbag interior

* The seats are FIA compliant only when fitted in conjunction with fixed seat runners that are available as a track only option

DRIVE



A Lotus is iconic. The shape of the Exige is instantly recognisable. The Lotus Exige Cup 260 is unique in its styling; it is the superb road Exige tweaked to performance perfection.



Sitting behind the wheel of a Lotus Exige Cup 260 is an experience you will never forget. The 260 PS 2ZZ GE engine takes performance through light weight to a whole new level, accelerating the car from 0 – 60 mph in four seconds.

This is a car that thrills on the straights with a top speed of 152 mph and attacks corners with precision and confidence.

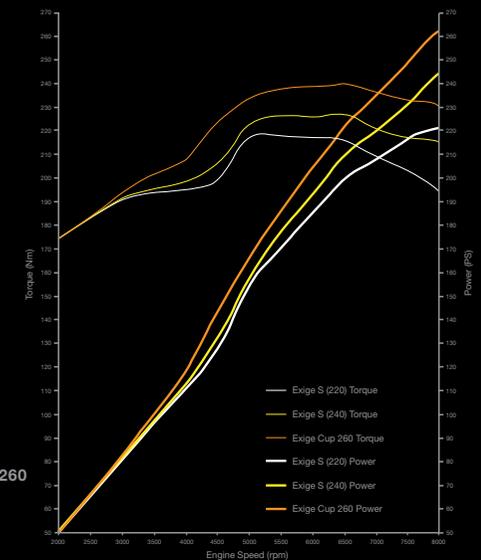
Braking in a Lotus is unlike anything else you have tried. It is like stopping on a pin head. The servo-assisted track-tuned four-channel anti-lock braking system ensures that precision and safety are top priority.

The introduction of launch control and variable traction control is a direct result of lessons learnt on track with the Exige GT3 racing programme – and is a technology pairing which has already made a hugely successful production debut in the track-oriented Lotus 2-Eleven.

DRIVE

From the driver's seat, the launch control allows you to determine the number of revs used during a standing start. Having programmed that limit, you hold your foot down hard on the throttle and simply sidestep the clutch when the lights go green. The clutch damper cushions the severity of the clutch/transmission engagement to minimise the stresses to the drivetrain (although use will take its toll*). The launch control then works to hold wheelspin at bay until 6 mph (10 km/h), after which the traction control assumes its duties.

Using the same multi-mode controls, you can also dictate the amount of traction control you require from the driver's seat, even altering it on the move to suit the characteristics of particular corners if you choose. The amount of traction control can be varied in over 30 increments from an optimum 7% tyre slip to completely off. The message display in the new instrument pack indicates what degree of traction control you have dialled in.



2010 Lotus Exige Cup 260

Max Power
257 hp at 8000 rpm

Max Torque
174 lb ft at 6000 rpm

Power to weight ratio
215 kW/t (288 hp/t, 291 PS/t)

* If the launch control facility is used, warranty on related powertrain components is void

CHASSIS

Lotus' award-winning ride and handling is all about connection. The connection between man and machine. The feeling that no matter what the road (or track) throws at you, you'll meet the challenge head-on together, intuitively acting as one, intuitively mastering every obstacle.

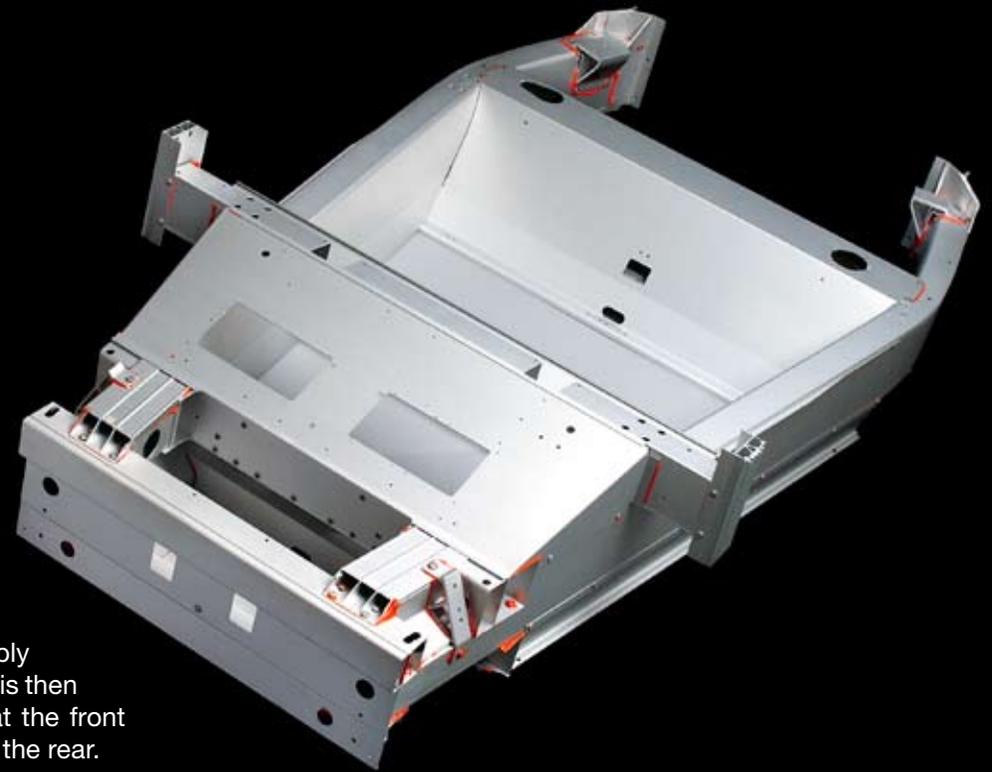
And that starts with the chassis.

Lotus pioneered the technology of bonded aluminium extrusions, delivering a high performance structure which is incredibly stiff and lightweight; the central chassis tub is then attached to a composite crash structure at the front and a lightweight welded steel subframe at the rear.

The Lotus Exige Cup 260 now has an evolution of the rear diffuser and structural shear panel based on the version developed for the Exige GT3 race car; these link the subframe to the main chassis which increases the lateral stiffness of the rear subframe by 30%, resulting in better tyre contact patch control.

So, more tyre on the road and more to play with on track – delivering enhanced safety and performance.

The Exige Cup 260 has the renowned Lotus adjustable suspension fitted as standard, together with ride height adjustment. An adjustable front anti-roll bar and Ohlins two-way adjustable dampers enable the driver to dial in the car to track and driving conditions, to stay fully connected. Ultra lightweight forged wheels and 4-pot racing front brakes take the already outstanding handling and response of the Exige to another level...



CHASSIS



And that other level is when you feel so in tune with the car, so part of it, so connected, that it's your body powering through the corner, not the car. That's when you know you are in a Lotus.

MOTORSPORT



MOTORSPORT

The Lotus Exige Cup 260 is bred for the track. And the Lotus Cup Europe race series is its natural home.

Originated exclusively to give Lotus owners the opportunity to race on some of the best race circuits in Europe, with like-minded enthusiasts, the series is aimed at both experienced racers and those competing for the first time. And the Exige Cup 260 is ready to race, straight out of the box. Now in its fifth season, the series is organised and run by LoTRDC* who, with Motorsport Vision Racing, run the successful 'Elise Trophy' race series in the UK.

The calendar boasts some of the most prestigious and demanding race circuits in Europe – with the legendary Spa-Francorchamps being an annual favourite. A proven class structure ensures that the majority of Lotus owners across Europe can compete on equal terms.

For further information please visit www.lotuscup europe.com.



* LoTRDC is a trading name of LoTRDC Ltd and is an independent company not affiliated with Lotus Cars Limited.

COLOUR OPTIONS

SOLID



Ardent Red



British Racing Green

METALLIC



Arctic Silver



Canyon Red



Liquid Blue



Persian Blue



Solar Yellow



Starlight Black

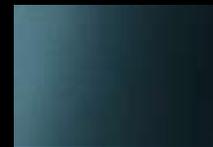


Storm Titanium

LIFESTYLE



Aspen White



Aquamarine



Carbon Grey



Chrome Orange



Graphite Grey



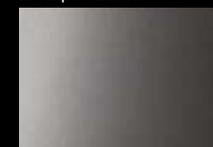
Isotope Green



Laser Blue



Phantom Black



Quartz Silver

PREMIUM



Burnt Orange



Ice White

Colour swatches are for illustration purposes only and may not accurately reflect the actual colour finish of the vehicle.

Please consult your Lotus dealer for accurate colour samples.

SPECIFICATIONS FOR EU, UK & JAPAN

Performance	
0-60 mph	4.0 seconds*
0-100 km/h	4.1 seconds*
0-100 mph (0-160 km/h)	9.9 seconds*
Max Speed	152 mph (245 km/h)*
Max Power	191 kW (257 hp, 260 PS) @ 8000 rpm*
Max Torque	236 Nm (174 lb ft) @ 6000 rpm*
Power to weight ratio	215 kW/t (288 hp/t, 291 PS/t)
Fuel Consumption mpg (l/100 km)	Urban: 11.9 litre/100 km (23.7 mpg UK) Extra Urban: 6.5 litre/100 km (43.5 mpg UK) Combined: 8.5 litre/100 km (33.2 mpg UK)
CO ₂ emissions	199 g/km
Unladen Vehicle Mass	890 kg

Engine
Mid-mounted, transverse, 1796 cm³ 260PS 2ZZ-GE engine, featuring Metal Matrix Composite (MMC) and aluminium lightweight and compact construction, chain driven Double Over-Head Camshafts (DOHC) exploiting a Variable Valve Timing and Lift - intelligent (VVTL-i) system, Lotus T4e engine management system, multi-point sequential fuel injection, electronic ignition and electronic throttle control, Lotus Sport developed supercharger installation including intake manifold, plenum and induction system and air-to-air intercooler, lightweight flywheel.

Transmission
C64 manual transaxle, aluminium lightweight construction
6-speed, close ratio, constant mesh helical gears
Upated clutch and cover
Torque-sensing limited slip differential (LSD)

Braking System
Servo-assisted track tuned 4-channel anti-lock braking system (ABS)
Lotus/AP Racing 4-piston fixed aluminium alloy front brake calipers
Brembo single piston sliding rear calipers
308 mm diameter 2-piece aluminium bolted cross-drilled and ventilated front discs
282 mm cross-drilled and ventilated rear discs
Upated Pagid RS14 front and rear pads
Stainless steel braided hoses

Chassis Features
Ohlins two-way adjustable dampers (60 compression and 22 rebound settings)
Lightweight steel rear subframe and stiffened rear sub-frame using structural shear panel
Double sheer track control arms
Ride height adjustment
Lotus Sport adjustable front anti-roll bar
Stiffened rear subframe/diffuser

Powertrain Features
Torque sensing Limited Slip Differential, variable slip traction and launch control system, upated clutch and cover and accusump engine oil reservoir

Wheels/Tyres
Ultra-lightweight 5-spoke 16" front, 17" rear forged road wheels, Yokohama Advan A048 LTS tyres

Extensive use of Carbon Fibre Components
Roof panel with full-length roof scoop, rear tailgate, rear wing, front splitter, side air intake ducts and front access panels, one piece dash top interior, centre consol, FIA and HANS complaint driver and passenger seats*, oil cooler intake vanes

Use of Lightweight Components
Ultra light 5-spoke forged alloy wheels, lightweight engine flywheel, lightweight rear bulkhead panel, lightened supercharger air feed ducting and lightweight motorsport battery.

Safety Equipment
FIA and HANS compliant carbon fibre lightweight sports seats†
3-point "Webb Lock" harnesses**
Body Coloured Lotus Sports A-Frame**
Lightweight rear bulkhead panel
FIA compliant electronic ignition kill switch**
FIA compliant plumbed electrically activated fire extinguisher system**

Options	
Standard Paint	S
Metallic Paint	O
Lifestyle Paint	O
Premium Paint	O
Air Conditioning	O
NVH sound insulation pack and carpets	O



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* Indicated figures are estimates at time of going to press and will be confirmed and available at www.group Lotus.com once the car undergoes witnessed performance certification.

** Specification varies in other markets, please contact local dealer for details

† The seats are FIA compliant when fitted in conjunction with fixed seat runners that are available as a track only dealer fit option

The Lotus Exige Cup 260 (Model Year 2010) comes with a European Certificate of Conformity and is road legal in Europe. The Lotus Exige Cup 260 carries a limited 12 month, 12,000 mile warranty. The warranty will not apply if the car is subjected to race or competition use, including timed runs or laps. If the car is ever used on road or track with 'slick' or equivalent racing tyres warranty is void. If the launch control facility is used, warranty on related powertrain components is void. The purchaser's statutory rights are not affected. Lotus reserves the right to change price, specification and options at any time. All specifications are correct at time of going to press September 2009.

For all non-EU countries please contact your local dealer for full warranty details as variations in terms apply.

To find out how you can get your hands on the ultimate race car for the road,
CLICK HERE TO LOCATE YOUR NEAREST LOTUS DEALER.



Lotus Cars Limited

Potash Lane, Hethel, Norwich, England, NR14 8EZ
www.group Lotus.com

Registered in England under company number 895081
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