

Lotus to celebrate 70th company anniversary in Hethel, Norwich, September, 29th, 2018

In 1948 Colin Chapman designed his very first car, the Lotus Mark 1, which represents the foundation of the Lotus company giving reason to celebrate the 70th company anniversary in 2018 on September 20th.

Under the lead of Lotus Historic register Germany also a bigger group of Lotus enthusiasts made their way from Germany and Austria to join the celebrations on holy ground in Norwich.

In the most beautiful sunshine and with blue skies the visitors were shown Lotus industrial park and Classic Team Lotus, directed by Clive Chapman, Son of Colin Chapman, rounded off with the highlight of a spectacular choice of Lotus Formula 1 cars being presented in action on the Lotus test track nearby the premises.

While only since September 2017 Geely Group under the direction of its CEO, Mr. Feng Quinfeng, is assuming control of 51% of Lotus many improvements were clearly visible such as for example two new buildings for Lotus manufacturing and the museum. These positive changes and developments were also confirmed by Mike Kimberley, former Colin Chapman's technical director in Hethel.

One more exciting moment during the celebrations was the successful achievement of the world record of having more than 700 Lotus cars driving on the Lotus test track clearly outperforming the old record from Snatterton with 436 Lotus Cars – well done, congratulations! The total number of Lotus cars showing up in Norwich was more than 1.500 with guests and visitors totaling approx. 12.000.

Of course the celebrations were attended by lots of prominent people from all over the Lotus world: first of all Mrs. Hazel Chapman, wife of Lotus Founder Colin Chapman, who obviously joined the festivities together with her son and chief of Classic Team Lotus, Mr. Clive Chapman. Also Elisa Artioli, grand-daughter of CEO Romano Artioli, who gave her name to the Lotus MK1 Elise, was there. We met Mr. Bob Dance, former Team Lotus chief mechanic, Mr. Frank Klaas, Geely Group, Mr. Martin Donnelly, Camel Team Lotus driver and Mr. Greg Thornton, Classic team Lotus formula 1 driver. Thank you very much for your warm welcome!

At least: thank you very much to all participants of our group photo and our photographer Elfi Jung, elfimages-motorsport.

Best regards,

Siegfried Herrmann