

# LOTUS DEALER NEWS

BULLETIN: PRICES.

PRICES FOR THE 1972 LOTUS EUROPA AND ELAN +2'S' REMAIN THE SAME AS 1971. BUT DUE TO ADDED COST ALONG WITH THE SURTAX, AND WHATNOT, THE PRICES ON THE ELAN S4 HAVE HAD TO BE ADJUSTED UP. THEY ARE AS FOLLOWS:

	Cost	Suggested List
ELAN S4	\$ 5,066.73	\$ 6,066.73

THE ABOVE PRICES INCLUDE THE SURTAX, SO ONCE YOU FIGURE THE SURTAX LESS, THERE HAS NOT BEEN TOO GREAT A CHANGE IN PRICES.

TO SET THE RECORDS STRAIGHT, THE FOLLOWING PRICES ARE LISTED, WITH THE SURTAX INCLUDED ALSO:

EUROPA S2	\$ 4,271.95	\$ 5,071.95
ELAN +2'S'	\$ 6,068.55	\$ 7,218.55

AFTER FULLY DISCUSSING THE ABOVE PRICES, THERE SEEMS TO BE NO FURTHER PRICE INCREASES IN THE NEAR FUTURE, SO LET'S START SELLING, AND PUSH SALES RIGHT OVER THE TOP.

GOOD SELLING.....

LOTUS MID-SOUTH, INC.

WAYNE A. BENTON, PRES.

# LOTUS DEALER NEWS

SALES BULLETIN: ALL DEALERS.

SUBJECT: MOTOR TREND, AUGUST 1971.  
REPRINTS OF ARTICLE.

IF BY NOW YOU HAVE NOT SEEN THE ARTICLE IN THIS MONTH'S ISSUE OF MOTOR TREND, BY ALL MEANS, GO OUT AND GET ONE THIS MINUTE....THE ARTICLE READS AS IF IT WERE WRITTEN IN NORWICH, ENGLAND, RATHER THAN CALIFORNIA.

VERY SHORTLY WE WILL HAVE A SUPPLY OF REPRINTS OF THE COMPLETE ARTICLE FOR YOU TO USE IN YOUR ADVERTISING, SHOWROOM, AND MAILOUTS. WHEN YOU RECEIVE THESE BE SURE AND USE THEM TO THEIR FULLEST.

YOU SHOULD TAKE TIME AND UNDERScore THE BETTER SECTIONS FOR USE WITH YOUR SALES PERSONNEL ON THE SHOWROOM FLOOR.

THIS ARTICLE IS JUST THE BEGINNING OF AN EXPOSURE THAT LOTUS TOURING CARS WILL BE GETTING IN THE FUTURE, AND WILL ALL ADD UP TO TREMENDOUS SALES MARKET FOR THE LOTUS CARS.

GOOD SELLING.....

LOTUS MID-SOUTH, INC.

WAYNE A. BENTON, PRES.

# LOTUS DEALER NEWS

BULLETIN: REPRINTS MOTOR TREND.

ENCLOSED YOU WILL FIND THE INITIAL COPIES OF THE AUGUST 1971 ISSUE MOTOR TREND REPRINTS. IF YOU REQUIRE FURTHER COPIES OF THIS ARTICLE, PLEASE LET US KNOW IMMEDIATELY.

COST ON ADDITIONAL COPIES WILL FOLLOW JUST AS SOON AS A PRICE ON COST HAS ARRIVED FROM THE PRINTER.

TAKE THESE REPRINTS, USE THEM WELL, AND THEY WILL PAY FOR THEMSELVES TEN FOLD.

IF YOU HAVE ACCESS TO LICENCE PLATE REGISTRATION BOOKS OF YOUR AREA, IT WOULD BE TIME WELL SPENT IF YOU MAILED OUT REPRINTS TO EVERY HIGH PERFORMANCE CAR OWNER IN YOUR AREA.

ALSO, USE THE "COMMON" TELEPHONE DIRECTORY TO IT'S BEST, AND MAIL REPRINTS TO ALL DOCTORS, LAWYERS, AND "PROFESSIONAL PEOPLE IN YOUR COMMUNITY. VERY LIKELY THE RETURNS WILL ASTOUND YOU.

WITH THESE REPRINTS YOU PROBABLY HAVE ONE OF THE BEST SELLING AIDS TO COME ALONG IN MANY A YEAR, WORK IT TO IT'S BEST, AND REAP IN THE PROFITS.

GOOD SELLING.....

LOTUS MID-SOUTH, INC.

WAYNE A. BENTON, PRES.

# LOTUS DEALER NEWS

1.

SERVICE BULLETIN - EUROPA.

ALL DEALERS:

ATTENTION HAS BEEN BROUGHT TO US OF OVERHEATING OF EUROPA'S IMMEDIATELY AFTER PREDELIVERY TO THE CUSTOMER. THIS IS CAUSED BY THE RADIATOR FAN MOTOR POSSIBLY SHORTING, FOR BECOMING FOULED.

IMMEDIATELY BEFORE DELIVERY OF THE CAR TO CUSTOMER, BE SURE AND BRING THE CAR INTO THE SHOP AND PHYSICALLY VERIFY THAT THE RELAY CUTS IN AT TEMPERATURE, ALSO, VERIFY THAT THE UNIT COMES ON IMMEDIATELY WHEN PRESSING THE FAN SWITCH IN THE "FULL ON" POSITION. IT NOT....REMOVE THE FAN, DISASSEMBLE IT, AND CLEAN THE BRUSHES, WHICH IS FULLY UNDER WARRANTY.

YOUR OPERATION NUMBER FOR THIS IS:

K.103	-	ELECTRIC FAN R&R	.45 MINUTES
K.103a	-	CLEAN MOTOR	.30 MINUTES
TOTAL CLAIM - 1 hr.15 min. x YOUR AUTHORIZED FLAT TIME.			

BE SURE TO VERIFY THIS OPERATION, AND IN PLACING THE CLAIM, PLACE ALL RESIDUE FROM THE BLOWER MOTOR IN AN ENVELOPE AND RETURN WITH THE CLAIM. ALSO, WHEN THE MOTOR IS APART, PLACE A MARK ON THE INSIDE OF THE BLOWER HOUSING FOR LATER IDENTIFICATION, IF REQUIRED.

LOTUS PRIDE IS EVERYONE'S BUSINESS.

LOTUS MID-SOUTH, INC.

WAYNE A. BENTON, PRES.

# LOTUS DEALER NEWS

2.

BULLETIN: LOTUS TWIN CAM EUROPA.

ALL DEALERS:

IN THE NEAR FUTURE, YOU WILL BE SEEING ARTICLES FROM ENGLAND ON THE LOTUS TWIN CAM EUROPA, WHICH WILL BE SHOWN AT THE COMING LONDON AUTO SHOW THIS MONTH. DO NOT GET EXCITED, I HAVE BEEN ADVISED TODAY, IN SPEAKING WITH MR. ROGER PUTNAM OF LOTUS CARS, THAT THE UNIT IS INTENDED STRICTLY FOR THE HOME MARKET, AND WILL NOT BE OFFERED ANYTIME IN THE NEAR FUTURE FOR THE U.S. MARKET. THE ENGINE IS AN ADAPTATION OF THE ELAN UNIT, BUT DOES NOT PRESENTLY MEET EXHAUST EMISSION REGULATIONS, AND THAT IT WILL BE SOME TIME BEFORE IT WILL.

YOU WILL HAVE CUSTOMER INQUIRIES ON THIS CAR, I AM SURE, BUT IT IS EASILY EXPLAINED, FOR ALL MANUFACTURERS IN EUROPE HAVE MODELS THAT ARE NEVER BROUGHT INTO THE AMERICAN MARKET.

WE WILL HAVE THE CARS EVENTUALLY, BUT ROGER STATED THAT IT PROBABLY WILL NOT BE UNTIL THE INTRODUCTION OF THE 1973 MODEL. SO, IN THE MEANTIME, KEEP SELLING WHAT WE HAVE. ALSO, A WORD TO THE WISE, THE UNIT IN ENGLAND WILL BE SELLING ALMOST \$900.00 OVER THE PRESENT EUROPA, SO YOU CAN SEE WHAT OUR PRICES WILL BE WHENEVER IT IS READY FOR THE AMERICAN MARKET.

OF COURSE, YOU ALL REALIZE THAT THE "MUST" ANSWER TO THE CUSTOMER INQUIRY IS "IT IS FOR THE HOME MARKET, AND WE HAVE BEEN ADVISED THAT IT DOES NOT MEET EXHAUST EMISSION, AND QUITE POSSIBLY WILL NOT BE INTENDED FOR THIS MARKET... EVER." WITH THIS REPLY, YOU WILL NOT INJURE YOUR PRESENT MARKET.

I WILL KEEP EVERYONE FULLY ABREAST OF PROGRESS ON THE MODEL, AND SHOULD THERE BE ANY CHANGES, I WILL ADVISE YOU WELL BEFORE YOU READ OR HEAR ABOUT IT FROM OUTSIDE SOURCES.

GOOD SELLING....

LOTUS MID-SOUTH, INC.

WAYNE A. BENTON, PRES.

# LOTUS DEALER NEWS

August 10, 1971.

BULLETIN TO ALL DEALERS:

SUBJECT: CO-OP ADVERTISING.

As of August 1, 1971, Lotus Mid-South, inc. offers a cooperative advertising program to help aid you in your dealer advertising of Lotus products.

## Basis

With the purchase of qualified units during a calender month, you will have available \$50.00 for each unit to use toward approved advertising during the next 60 days following the end of that calender month. All funds not appropriated during this period will be forfeited. (Of the \$100.00 per unit you spend we reimburse you \$50.00, as long as you use approved Lotus adds.) EXAMPLE: You purchase 2 Lotus' during August 1971. You have until October 31, 1971, to use toward approved advertising. But remember, the claims must be submitted no later than the 20th of the month following the month advertised. If you have not utalized the funds available on these units before November 1, 1971, you will forfeit the funds.

## Financial Participation

Based on \$100.00 per unit purchased from Lotus Mid-South, inc. of new, unused and unlicensed Lotuses by the dealer, the shared participation will be:

1. 50% (\$50.00) paid by the dealer for advertising of Lotus cars.
2. 50% (\$50.00) paid by Lotus Mid-South, inc. for advertising of Lotus cars done by the dealer.
3. If the amount spend on advertising is less than \$100.00 per unit, the participation is 50% paid by dealer and 50% paid by Lotus Mid-South, inc.

## Media

Approved media is defined, as follows:

- Newspaper
- Radio
- Television
- Billboards

All claims must be supported by respective media invoices and documentation (newspaper-tearsheets, radio - television script and affidavits of performance).

over....

# LOTUS DEALER NEWS

## II

### Conditions

Only DISTRIBUTOR AUTHORIZED Lotus New Car adds will be acceptable. No "distress" price advertising will be honored. Every print add will contain the standard Lotus logo emblem. Adds incorporating two or more manufacturers adds are not acceptable. Used car and new car combination adds are not acceptable.

In closing we ask that you gauge your advertising by coinciding your dealership advertising with Lotus' national advertising schedule (after January 1, 1971) to obtain more impact within your local area. (January 1, 1971, Lotus will begin national advertising, until that time you may use whatever adds (approved) you desire.)

Also, be sure to submit your claim 20 days following each month, not only to comply with the terms of the program, but to assure return of funds due to replenish your dealership's working capital.

Lotus Mid-South, inc. reserves the right to terminate this program within 30 days upon issuance of a written notice. Date on written notice will be criteria for determining the beginning of 30 days.

Use this program to it's fullest extent, and you will realize ample returns.

Good selling.....

LOTUS MID-SOUTH, INC.

WAYNE A. BENTON, PRES.

# LOTUS DEALER NEWS

3.

BULLETIN: SALES JOGGERS.

ALL DEALER SALES FORCES:

THIS IS THE BEGINNING OF A SERIES OF SALES AIDS THAT WILL BE SENT PERIODICALLY TO HELP AID YOU IN THE SALES OF LOTUS TOURING CARS. RIGHT NOW, WE HAVE A FEW "JOGGERS" TO GET YOU THINKING LOTUS SALES, PLUS SUBJECTS THAT WILL BE COVERED BY THE "SALES JOGGERS" IN THE FUTURE.

WHAT WAS THE ORIGINAL LOTUS FACTORY, AND WHERE WAS IT LOCATED?

WHAT WERE THE FIRST FIVE MODELS OF LOTUS, AND WHAT ARE THEIR HISTORY?

WHEN DID LOTUS FIRST USE DUAL BRAKING SYSTEMS, AND ON WHAT MODELS? (LONG BEFORE REQUIRED IN THE AMERICAN MARKET).

IN WHAT YEARS DID LOTUS WIN THE WORLD MANUFACTURERS CHAMPIONSHIP, WITH WHAT CAR MODEL, AND WHAT DRIVER?

WHEN WAS A MID ENGINE LOTUS FIRST INTRODUCED, AND WHAT WAS IT'S RECEPTION FROM THE PUBLIC?

WHEN WAS LOTUS LAST ENTRY AT LE MANS, AND WHY?

WHAT IS THE TERM APPLIED TO THE ELAN'S REAR SUSPENSION, AND WHEN WAS IT FIRST UTILIZED?

WHEN WAS THE ELAN FIRST INTRODUCED, THE ELAN +2'S', AND THE EUROPA?

WHAT WAS A LOTUS 47, WHAT ENGINE DID IT HAVE, HOW FAST WAS IT, AND WHERE WAS IT BEST KNOWN?

DO YOU KNOW THE TURNING RADIUS OF THE EUROPA, ELAN S4, AND THE ELAN +2'S'?

WHAT IS THE STEERING, LOCK TO LOCK ON EACH MODEL?

WHAT IS THE WEIGHT OF EACH MODEL CURRENTLY ON THE MARKET?

WHAT TYPE OF CONSTRUCTION ARE THE DIFFERENT MODELS TODAY, AND WHAT ARE THEIR ADVANTAGES, AND GOOD SELLING POINTS?

HOW MANY DIFFERENT WAYS MAY YOU SELL A LOTUS TODAY?

DO YOU KNOW ALL OF THE PERFORMANCE FIGURES ON THE CURRENT LOTUS IN THIS COUNTRY, AND WHAT DIFFERENCES ARE THERE ON THE EUROPEAN MARKET...WHAT POWER DIFFERENCES?



# LOTUS DEALER NEWS

II

3.

"WHO" IS COLIN CHAPMAN, WHAT IS HIS APPROACH TO BUILDING CARS, AND TO WHAT MARKET DOES HE INTEND THE CARS?

THESE QUESTIONS, ALONG WITH MANY MANY MORE WILL ALL BE COVERED IN THE FOLLOWING "SALES JOGGERS" TO HELP YOU BETTER KNOW THE LOTUS LINE.

IF YOU CANNOT ANSWER EVERY ONE OF THE ABOVE IN DETAIL, YOU SHOULD STUDY LOTUS TO BE ABLE TO PROPERLY PRESENT THE CARS TO THE PUBLIC. THE "JOGGER" WILL GIVE YOU QUOTES FROM AS MANY OF THE LEADING CRITICS, MAGAZINES, TEST, ETC., AS POSSIBLE IN AN EFFORT TO FULLY AQUAINT YOU WITH THE PRODUCT, THE POOR REPORTS ALONG WITH THE GOOD.

THE "SALES JOGGER" WILL BE SOMETHING WHICH YOU WILL WANT TO KEEP AT YOUR FINGER TIPS AT ALL TIMES IN ORDER TO OVERCOM E ANY SALES HURDLE THAT YOU MIGHT FACE IN SELLING THE PRODUCT. WE HAVE A TREMENDOUS PRODUCT, BUT IF WE KNOW NOTHING OF IT'S BACKGROUND, THE PRESENT GOALS, OR THE FUTURE AIMS OF THE COMPANY, YOU WILL NEVER SELL AS MANY CARS AS THE WELL VERSED PERSON ON LOTUS WOULD.

DON'T GET ME WRONG, I THINK THAT ALL OF YOU ARE GREAT DEALERS, OR I NEVER WOULD HAVE FRANCHISED YOU, BUT YOU JUST DON'T HAVE THE TIME TO RESEARCH EVERY ARTICLE EVER WRITTEN ABOUT THE LINE, MUCH LESS, THE TIME TO READ THEM IN THEIR ENTIRETY. SO THE "JOGGER" WILL TRY AND COMPILE THESE FACTS SO THAT YOU MAY BETTER "SELL" LOTUS"

THE "SALES JOGGER" WILL BE FOR ALL, AND IF ANY OF YOU HAVE ANY INTERESTING INFORMATION OR SUGGESTIONS, PLEASE CONTACT ME IMMEDIATELY, FOR ALL IS WELCOME.

ONE PRIME THING TO REMEMBER...LOTUS QUALITY IS REMEMBERED LONG AFTER THE PRICE IS FORGOTTEN.

LOTUS MID-SOUTH, INC.

WAYNE A. BENTON, PRES.

# LOTUS DEALER NEWS

4.

SALES JOGGER #2

ALL DEALER SALES PERSONNEL

DURING THE FIRST STAGES OF THE JOGGER, WE WILL COVER THE TECHNICAL ASPECTS OF THE CARS, SO THAT YOU MAY BE FULLY AWARE OF THE SPECIFICATIONS SHOULD YOU BE APPROACHED ON THE FLOOR BY A TRUE ENTHUSIAST.

## VEHICLE IDENTIFICATION:

COMMENCING AT THE 1st OF JANUARY 1970, A NEW FORMAT HAS BEEN USED FOR VEHICLE IDENTIFICATION. AN EXAMPLE OF A NEW CHASSIS NUMBER IS GIVEN BELOW TOGETHER WITH THE FULL IDENTIFICATION BREAKDOWN.

7001.010001 P - BOTH CHASSIS AND BODY NUMBERS BEING THE SAME  
7001 - DENOTES YEAR AND MONTH OF MANUFACTURE (JAN.1970)  
01 - DENOTES THE PRODUCTION BATCH  
0001 - DENOTES THE CHASSIS NUMBER  
P - DENOTES THE MODEL

AS THERE ARE AT PRESENT 16 DIFFERENT MODEL TYPES, THE FOLLOWING CODES WILL BE USED FOR MODEL IDENTIFICATION.

ELAN STD	COUPE	G.BRITAIN&N.IRELAND	A
ELAN STD	COUPE	EXPORT	B
ELAN STD	CONVERTIBLE	G.BRITAIN&N.IRELAND	C
ELAN STD	CONVERTIBLE	EXPORT	D
ELAN S/E	COUPE	G.BRITAIN&N.IRELAND	E
ELAN S/E	COUPE	EXPORT	F
ELAN S/E	CONVERTIBLE	G.BRITAIN&N.IRELAND	G
ELAN S/E	CONVERTIBLE	EXPORT	H
ELAN FEDERAL	COUPE	EXPORT	J
ELAN FEDERAL	CONVERTIBLE	EXPORT	K
ELAN +2'S'		G.BRITAIN&N.IRELAND	L
ELAN +2'S'		EXPORT	M
ELAN +2'S' FEDERAL		EXPORT	N
EUROPA		G.BRITAIN&N.IRELAND	P
EUROPA		EXPORT	Q
EUROPA FEDERAL		EXPORT	R

ALL CURRENT MODELS BROUGHT INTO THE U.S.A. ARE FEDERAL, SO IF YOU HAVE A USED CAR, OR A QUESTION ABOUT PARTS, SERVICE, OR WHAT NOT, BE SURE TO CHECK AND SEE WHAT MODEL YOU HAVE BEFORE ADVISING. PARTS ARE AVAILABLE FOR ALL MODELS, BUT IF IT IS NOT AN EXPORT MODEL THEY VERY WELL MAY HAVE TO BE ORDERED FROM THE FACTORY.

OVER...

# LOTUS DEALER NEWS

4a.

EVERYDAY, ON THE SHOWROOM, YOU MEET PEOPLE THAT ARE INTERESTED IN EVERY TECHNICAL DETAIL OF THE CAR, AND IF YOU ARE UNABLE TO AT LEAST PUT YOUR HANDS ON SOME SOURCE OF INFORMATION, YOU, IN HIS EYES, HAVE LOST PROBABLY THE EVERY IMPORTANT POINT OF RESPECT NECESSARY IN CLOSING THE SALE. SO, IT IS HOPED THAT THE FOLLOWING WILL ASSIST TO MAKE THAT EXTRA 10% IN SALES.

## DIMENSIONS:

WHEELBASE		91 IN.
TRACK	FRONT	53 INS.
	REAR	53 INS.
OVERALL	LENGTH	157 $\frac{1}{4}$ INS.
	HEIGHT	42 $\frac{1}{2}$ INS.
	WIDTH	64 $\frac{1}{2}$ INS.
GROUND CLEARANCE		6 $\frac{1}{2}$ INS.
TURNING CIRCLE		44 FT.
CURB WEIGHT (UNLADEN)		1566 LBS.

## CAPACITIES:

ENGINE SUMP (INCL. FILTER)	9 U.S. PINTS
TRANSMISSION	3.6 U.S. PINTS
COOLANT	21.6 U.S. PINTS
FUEL	7.2 U.S. GAL.

## ENGINE:

FOUR CYLINDER, IN LINE, PUSH ROD ENGINE WITH 5 MAIN BEARINGS. 95.5 CU.IN. DISPLACEMENT WITH STROKE OF 3.307 IN., BORE OF 3.032 IN. HAVING A COMPRESSION RATIO OF 10.25:1. AT 6,000 RPM IT DEVELOPES 82 BHP (1971), 88 BHP (1972), WITH MAXIMUM TORQUE OF 79 FT.LBS. @4,000 RPM. THE CYLINDER HEAD IS OF ALUMINIUM, AND THE BLOCK OF CAST ALLOY.

VALVE TIMING-INLET OPENS 35 \* B.T.D.C. CLOSES 65 \* A.B.D.C.

-EXHAUST OPENS 65\*B.B.D.C. CLOSES 35 \* A.T.D.C.

CAMSHAFT-SUPPORTED BY 4, WHITE METAL BEARINGS, CHAIN DRIVEN.

PISTON -SOLID SKIRT, ALUMINIUM WITH 2 COMPRESSION, 1 OIL RING, WITH MATCHED LINERS.

## LUBRICATION SYSTEM

ECCENTRIC ROTOR PUMP, DRIVEN BY SKEWGEAR FROM CAMSHAFT, WITH 60 LBS.SQ.IN.(NORMAL), WITH A FULL FLOW OIL FILTER.

## FUEL SYSTEM:

MECHANICAL OPERATED PUMP DRIVEN OFF THE CAMSHAFT. PAPER TYPE AIR FILTER ELEMENT, WITH MANUAL CHOKE.

### CARBURETTOR

TYPE	SOLEX 26 - 32 DIDS 5 (TWIN CHOKE)			
IDLE SPEED	1,000	±	50	r.p.m.
CHOKE	PRIMARY	23.5,	SECONDARY	27
MAIN JET	"	170	"	142.5
AIR CORRECTION JET	"	125	"	125
SLOW RUNNING JET	"	60	"	95

# LOTUS DEALER NEWS

4b.

## IGNITION SYSTEM:

TYPE COIL AND DISTRIBUTOR (DUCELLIER)  
FIRING ORDER 1,3,4,2  
NO. 1 CYL. NEAREST TO CLUTCH

## COOLING SYSTEM:

CENTRIFUGAL PUMP AND FAN SYSTEM, WITH A 7LBS.SQ.IN. PRESSURE RELIEF CAP.

## CLUTCH:

THE CLUTCH IS A CABLE OPERATED, DIAPHRAGM SPRING ASSEMBLY, WITH A DRIVEN PLATE DIAMETER OF 7.875 IN.

## TRANSMISSION:

TYPE- 4 FORWARD SPEEDS, ALL SYNCHROMESH AND REVERSE.

GEAR RATIOS - 4th	1.02:1
- 3rd	1.48:1
- 2nd	2.25:1
- 1st	3.61:1
- Reverse	3.08:1

## FINAL DRIVE:

TYPE HYPOID GEAR, MOUNTED ON TAPER ROLLER BEARINGS  
FINAL DRIVE RATIO 3.56:1  
OVERALL RATIOS - 4th 3.666:1  
- 3rd 5.268:1  
- 2nd 8.010:1  
- 1st 12.851:1  
- reverse 10.964:1

## FRONT SUSPENSION:

THE FRONT SUSPENSION IS AN INDEPENDENT TYPE, WITH A SPRING RATE OF 100 LBS.IN.

## STEERING:

RACK AND PINION

## REAR SUSPENSION:

FULLY INDEPENDENT, WITH A SPRING RATE OF 72 LBS.IN.

## BRAKES:

GIRLING HYDRAULIC, WITH DISC BRAKES (FRONT) AND DRUM BRAKES (REAR). FRONT DISC HAVE DIAMETER OF 9.75 IN. WITH THE REAR BRAKE DRUM DIAMETER OF 8 IN., WIDTH OF 1.5 IN.  
HANDBRAKE- MECHANICAL OPERATED ON REAR ONLY.

## WHEELS AND TIRES:

RIM, PRESSED STEEL, BOLT ON, SIZE 4½J

TIRES- DUNLOP SP SPORT WITH TUBES (155x13)

- PRESSURE (COLB)	AT SPEEDS BELOW	AT SUSTAINED SPEEDS
	100 MPH	ABOVE 100 MPH
FRONT	18 LBS.SQ.IN.	24 LBS.SQ.IN.
REAR	28 LBS.SQ.IN.	34 LBS.SQ.IN.

# LOTUS DEALER NEWS

4c.

## ELECTRICAL EQUIPMENT:

BATTERY- 39 AMP.HR. 12 VOLT NEGATIVE GROUND

ALTERNATOR- SEV-MOTOROLA A.1230, 12 VOLT, CHARGING VOLTAGE OF 13.2  
MAXIMUM OUTPUT OF 30 AMPS @ 3,000 RPM (HOT)

CONTROL BOX- SEV MOTOROLA E.144

## STARTER:

PARIS-RHONE D.8 E 49, WITH PREENGAGED DRIVE, DEVELOPING 8 LBS.FT.  
OF TORQUE.

DO NOT TRY TO MEMORIZE ALL OF THE FOREGOING FIGURES, BUT IT IS  
GOOD TO HAVE A GOOD GENERAL KNOWLEDGE OF THEM, AND BE SURE THAT  
YOU HAVE A COPY OF THEM HANDY SO THAT YOU MAY ANSWER PROPERLY  
ANY QUESTION THAT THE PROSPECTIVE BUYER MAY ASK.

WHEN SELLING, REMEMBER, DON'T TRY AND BLUFF YOUR WAY THROUGH  
SPECIFICATIONS, THE PROSPECTIVE BUYER MAY KNOW ALL OF THEM,  
AND IF YOU START ANSWERING THEM IMPROPERLY HE FIGURES THAT  
YOU DON'T KNOW THE PRODUCT, AND THEREFORE, THE DEALERSHIP  
DOES NOT KNOW THE PRODUCT.

ONE THING TO REMEMBER, TO THE PROSPECTIVE BUYER.....YOU ARE THE  
FIRST AND LASTING IMAGE OF THE DEALERSHIP. MAKE A GOOD SHOWING,  
AND THE DEALERSHIP IS GREAT, MAKE A POOR SHOWING, AND HE GOES  
ELSEWHERE TO SHOP FOR A CAR. THE BUYER WANTS TO FEEL THAT THE  
DEALER KNOWS THE PRODUCT.

LOTUS QUALITY IS REMEMBERED LONG AFTER THE PRICE IS FORGOTTEN.

LOTUS MID-SOUTH, INC.

WAYNE A.BENTON, PRES.

# LOTUS DEALER NEWS

5.

SERVICE BULLETIN - ALL DEALERS

SUBJECT: EUROPA STICKING THROTTLE LINKAGE.

WHEN YOUR SERVICE DEPARTMENT REMOVES THE VALVE COVER, IN SERVICING THE UNIT, IT IS POSSIBLE TO HAVE THE THROTTLE LEVER "HANG UP" ON THE PCV SYSTEM VENT HOSE, FROM THE VALVE COVER TO THE CARBURATOR.

CHECK TO SEE THAT THE LEVER ACTION IS FREE AT ALL PHASES OF OPENING, BEFORE STARTING THE ENGINE, AND SHOULD THERE BE ANY BINDING, REPOSITION THE HOSES, BY TWISTING THE "Y" CONNECTION AT THE CARBURATOR UNTIL YOU HAVE ADEQUATE CLEARANCE.

REPEAT.....BE SURE AND VERIFY CLEARANCE BEFORE STARTING THE ENGINE.....BLOWN ENGINES ARE EXPENSIVE.

THANK YOU FOR YOUR ATTENTION.

LOTUS MID-SOUTH, INC.

WAYNE A. BENTON, PRES.

# LOTUS DEALER NEWS

6.

SERVICE BULLETIN - ALL DEALERS.

SUBJECT: THROTTLE CABLE, POSSIBLE SHORT TO CARBURATOR FUEL SHUT OFF JET.

IT HAS BEEN BROUGHT TO OUR ATTENTION THAT IT IS POSSIBLE FOR A SHORT TO ORIGINATE WITH THE THROTTLE CABLE LOOSE END (CARBURATOR END) IF YOU ARE NOT CAREFUL, AND SEE THAT THE EXCESS CABLE IS PLACED SO THAT THERE IS NO WAY FOR IT TO CONTACT THE SOLENOID SHUT OFF JET, ON THE SIDE OF THE CARBURATOR.

WHEN CLAMPING THE CABLE END TO THE LEVER, BE SURE THAT THE LOOSE END IS AWAY FROM THE JET, SO THAT THERE IS NO WAY FOR IT TO MAKE CONTACT.

THE TERMINAL IS INSULATED, BUT THE SMALL ADJUSTMENT SCREW IS NOT, AND IT IS AT ALL TIMES "HOT", PLUS IS UNFUSED AND COULD CAUSE A SERIOUS SITUATION.

BE SURE TO RECHECK ALL CARS AS THEY COME IN FOR SERVICE.

THE CARS, AS RECEIVED FROM LOTUS MID-SOUTH, INC. ARE PROPERLY ALIGNED....BUT IN SERVICING THE VALVES, IT IS POSSIBLE THAT YOU HAVE INSTALLED THE CABLE FROM THE WRONG DIRECTION, AND HAVE A GOOD SITUATION FOR AN ELECTRICAL SHORT.

THANK YOU FOR YOUR ATTENTION IN THIS MATTER.

LOTUS MID-SOUTH, INC.

WAYNE A. BENTON, PRES.

# LOTUS DEALER NEWS

7.

SERVICE BULLETIN - ALL DEALERS.

SUBJECT: ELECTRIC TACHOMETER - ELANS.

IN SOME MINORITY OF CASES, YOU WILL HAVE COMPLAINT THAT THE NEEDLE "BOUNCES" UNDER 3,000 RPM, AND OVER 3,000 RPM YOU GET A COMPLETELY FALSE READING.

IF YOU SHOULD RUN IN TO THIS, BEFORE REPLACING THE TACH WITH A NEW UNIT, FEEL ON THE BACK OF THE TACH, AND YOU WILL FIND A SLIP TERMINAL (MALE) ON THEREAR CENTER OF THE HOUSING.

TAKE A MIRROR, AND MAKE SURE THAT IT IS DIRECT TO THE METAL HOUSING, PLACE A TERMINAL (FEMALE) ON A 14 GA. BLACK WIRE, INSTALL IT ON THE MALE TERMINAL, AND SECURE THE OTHER END TO THE ENGINE FOR GROUND, AND THEN ROAD TEST THE CAR.

THIS NORMALLY CORRECTS ANY FALSE READINGS THAT YOU HAVE ON THE TACH, AND OVER A SHORT PERIOD, SHOULD CORRECT THE "BOUNCE" OF THE NEEDLE.

THANK YOU FOR YOUR ATTENTION, AND GOOD SERVICING...

LOTUS MID-SOUTH, INC.

WAYNE A. BENTON, PRES.



# LOTUS DEALER NEWS

SALES BULLETIN - ALL DEALERS.

SUBJECT: LOTUS SEVEN IN KIT FORM.

THIS DATE I SPOKE WITH LOTUS-NORWICH (FACTORY) AND DISCUSSED AT LENGTH ON THE AVAILABILITY OF THE LOTUS SEVEN IN KIT FORM. MANY OF YOU HAVE INQUIRED ABOUT THE CAR, AND/OR HAVE SEEN IT ADVERTISED BY OTHER DISTRIBUTORS AND/OR DEALERS.

IN ORDER TO MAKE THE PICTURE CLEARER TO YOU, A SHORT EXPLANATION IS IN ORDER.

FIRST LOTUS-NORWICH IS IN REALITY ACTUALLY TWO PLANTS ON ONE. YOU HAVE LOTUS CARS (SALES) LTD., THAT PRODUCE THE LOTUS EUROPA, LOTUS ELAN S4 & LOTUS ELAN +2'S', OR IN OTHER WORDS, STRICTLY THE STREET VERSIONS OF THE CAR.

SECOND YOU HAVE LOTUS CARS (COMPONENTS) LTD., THAT PRODUCE ALL THE FULL RACE MACHINES, AND ANY COMPONENT CAR YOU MIGHT HAVE.....LOTUS SEVEN.....AND IN EFFECT TWO SEPERATE COMPANIES UNDER THE SAME ROOF.

THE LOTUS SEVEN IS AVAILABLE TO LOTUS MID-SOUTH, INC. AND THEREFORE TO YOU THE DEALER, ON SPECIAL ARRANGEMENTS PER CAR BASIS. IF ANY OF YOU ARE INTERESTED AND WANT TO STOCK ONE OR SHOULD YOU RECEIVE AN ORDER, EACH UNIT WILL BE HANDLED SEPERATELY.

IF WE CAN BE OF ANY FURTHER ASSISTANCE IN THE MATTER PLEASE CONTACT US IMMEDIATELY.

LOTUS MID-SOUTH, INC.

WAYNE A. BENTON, PRES.

# LOTUS DEALER NEWS

ALL DEALERS

REFERENCE: LAMINATION PROBLEMS IN FRONT WINDSHIELDS

This letter is in reference to the previous dealer letter sent to you pretaining to lamination problems in some Lotus front windshields. IF WITHIN TEN DAYS OF RECEIPT OF THIS LETTER WE HAVE NOT HEARD FROM YOU, IT WILL BE PRESUMED THAT YOU DO NOT HAVE ANY SUCH PROBLEMS ON CARS THAT YOU HAVE AT THE PRESENT TIME AND ALL WARRANTY CLAIMS SHALL EXPIRE ON THOSE.

LOTUS MID-SOUTH, INC.

*Wayne A. Benton, Pres.*

W. A. Benton, Pres./ E. B.

# LOTUS DEALER NEWS

8.

SERVICE BULLETIN - ALL DEALERS.

SUBJECT: CARBURATOR ADJUSTMENT DCS CARBURATION EUROPA S2,

Before attempting to correct a reported defect in carburation, make sure:

1. Correct valve clearance and condition.
2. Ignition condition and setting
3. That factory set screws are original or that resetting following the instructions has been carried out...
4. That the air cleaner element is not clogged...replace if required.

## NORMAL ADJUSTMENT

Make sure that the factory settings are untampered, adjustment is then limited to the slow running mixture screw (SR screw) and the air screw. Normal setting are, 10 turns out on the SR screw, and 3/4 turn out on air screw, Actual required settings are those which give a smooth "tickover" at the highest obtainable rpm below 1050 rpm. It should be noted that the limitation is on the fuel supply, therefore, excessive adjustment of the air screw (more than one (1) turn out) will be ineffective. THIS IS THE ONLY PERMITTED ADJUSTMENT TO THESE CARBURATORS ALTHOUGH NATURALLY CLEANING OF THE JETS, ETC. IS PERMITTED.

## RESETTING AFTER FACTORY SETTING HAS BEEN "LOST".

Unlock the screw (located in the "old" idle adjustment (fast) location), and screw out (anti-clockwise) until with the throttle mechanism held shut play can be felt between the fast idle link and the operating rod. Now screw in (clockwise) the screw until you have approximately .005" play. Relock the screw.

In the lower base, right side (of the car) you will find in the center of the plate, a set screw that is normally sealed with a yellow wax. (If the seal is unbroken, do not tamper). But if the seal is broken, and you have a complaint of a "hesitation" or flat spot, turn anti-clockwise until the hesitation just disappears. Reseal the screw. THE NORMAL SLOW RUNNING IDLE SHOULD NOW BE PERFORMED.

## FAULT TRACING WITH THE DCS CARB.

Run-on (diesling) with the engine idling, disconnect the terminal from the electric idle shut off jet, if the engine continues to run, replace jet.

## "HANG UP" IN IDLE

Check to make sure that linkage is free (without the engine running), then with the engine running, remove the air cleaner, and if the problem stops, replace the cleaner element.

over....

# LOTUS DEALER NEWS

8a.

## ROUGH IDLE

If the above adjustments to the carburator do not effect the idle, or the car seems to be perfect, but idles roughly, check all carburator bolts and screws. Not just the four on the base, but all.

BE SURE THAT WHENEVER YOU REMOVE THE THREE BOLTS THAT HOLD THE AIR CLEANER BASE TO THE TOP OF THE CARBURATOR, THAT YOU SAFETY WIRE, FOR IT IS VERY LIKELY THAT THE NUTS CAN BE SWALLOWED BY THE ENGINE, CAUSING EXTENSIVE DAMAGE. If you don't have the proper size wire in the shop, it is available through your local National Auto Part and Accessories franchise parts house (NAPA)... GET IT AND USE IT.

Numerous reports come in from the field on vacuum leaks caused by the clip on the forward of the valve cover not being re-installed whenever the valve cover was removed, and consequently the vacuum advance lead is allowed to rub against the metal, until it wears through, thereby causing a vacuum leak.

One important item to remember on the DCS carburation system.... it looks hard, but it is not, (once you understand its operations). If you have any problems, contact us, and we will be glad to double check, verbally, to make sure that you have not overlooked any steps, normally, (99% of time) this above procedure corrects any problems.

LOTUS MID-SOUTH, INC.

WAYNE A. BENTON, PRES.

# LOTUS DEALER NEWS

9.

SERVICE BULLETIN - ALL DEALERS.

SUBJECT: ELAN +2'S' EXHAUST VIBRATION AROUND 3,000 RPM.

IF YOU SHOULD GET COMPLAINTS OF A THIN RATTLE, AROUND 3,000 RPM...CHECK TO MAKE SURE THAT THERE IS AMPLE CLEARANCE BETWEEN THE FRONT HEAT SHIELD, AND THE REAR MUFFLER HEAT SHIELD. SHOULD THERE NOT BE ENOUGH CLEARANCE, "OPEN" THE SPACE THROUGH THE USE OF A LARGE SCREWDRIVER.  
THANK YOU.

LOTUS MID-SOUTH, INC.

WAYNE A. BENTON, PRES.

# LOTUS DEALER NEWS

10.

SALES BULLETIN - ALL DEALERS.

SUBJECT: CO-OP ADVERTISING.

IT IS URGED THAT YOU ADVERTISE, WE MUST LET EVERYONE KNOW WHO WE ARE. NOT ONLY THE LOCAL MEDIA, RADIO, T.V. AND NEWSPAPER, BUT ALSO ANY NATIONAL COVERAGE YOU MAY USE SUCH AS COMPETITION PRESS, ROAD & TRACK, ETC. ALL ADS MUST BE STRICTLY LOTUS AND MUST REFLECT NO OTHER LINES OF CARS YOU SELL. THESE ARE PROVING TO BE GOOD EXPOSURE, SO LET'S USE THEM. THE MORE THAT PEOPLE HEAR OF YOU, AND KNOW WHERE YOU ARE, THE MORE LIKELY YOU ARE TO SELL EXTRA CARS, AND THAT MEANS MORE PROFIT IN YOUR POCKET.

LOTUS MID-SOUTH, INC.

WAYNE A. BENTON, PRES.

# LOTUS DEALER NEWS

11.

SALES BULLETIN: ALL DEALERS.

SUBJECT: EUROPEAN DELIVERY PRICES.

WE ENCLOSE AN INTERIM PRICE LIST FOR DELIVERY OF 1972 LOTUS U.S. MODEL CARS IN ENGLAND.

OWING TO THE UNSETTLED INTERNATIONAL CURRENCY SITUATION, WE ARE NOT IN A POSITION TO QUOTE FIRM PRICES IN U.S. DOLLARS, SO UNTIL THAT TIME, ALL PRICES ARE IN BRITISH POUNDS STERLING.

WE ARE ALSO ACCEPTING ORDERS FOR DELIVERY, AFTER FEBRUARY 1, 1972, SUBJECT TO REVISED PRICE LISTS TO BE ISSUED IN 1972 WHEN THE NEW VALUE OF THE DOLLAR HAS BEEN ESTABLISHED IN RELATION TO THE POUND.

WE REGRET THIS COMPLICATION IN PRICING, THE NEW POLICY OF THE LOTUS FACTORY PROVIDES FOR INVOICING IN POUNDS STERLING INSTEAD OF DOLLARS WHICH CREATES A SPECIAL PROBLEM IN ISSUING DOLLAR PRICE LISTS.

REST ASSURED THAT THE PRICES WILL NOT FLUCTUATE TOO SEVERELY DURING THIS INTERIM FROM THE PREVIOUS PRICES. WE WILL DO ALL POSSIBLE TO AID YOU IN ANY MANNER POSSIBLE, SO FEEL FREE TO CONTACT US FOR WHATEVER QUESTION YOU MIGHT HAVE.

LOTUS MID-SOUTH, INC.

WAYNE A. BENTON, PRES.

# LOTUS DEALER NEWS

12.

SALES BULLETIN: ALL DEALERS.

SUBJECT: MOTOR TREND REPRINTS.

AS PREVIOUSLY NOTIFIED, WE HAVE AN AMPLE SUPPLY OF THE AUGUST, 1971, MOTOR TREND MAGAZINE ARTICLE ON "THE THREE POSITIONS OF LOTUS", WHICH HAS PROVEN TO BE AN EXCELLENT ARTICLE ON THE CARS, AND A TREMENDOUS SALES AID.

THESE REPRINTS ARE OFFERED AT THE USUAL PRICE OF \$.10 EACH, SO IF YOU WOULD LIKE ADDITIONAL COPIES OF THE ARTICLE, PLEASE PLACE AN ORDER THROUGH YOUR PARTS DEPARTMENT, (ON A PARTS ORDER SHEET) FOR WHATEVER QUANTITY YOU WOULD LIKE.

OF COURSE, YOU RECEIVE WITH EACH SHIPMENT OF CARS A SMALL QUANTITY OF THESE, BUT MANY DEALERS HAVE REQUESTED ADDITIONAL COPIES FOR SHOWROOM GIVE-OUTS. YOU MIGHT GIVE THESE SERIOUS CONSIDERATION, FOR ONCE THE SUPPLY IS DEPLETED, THERE WILL BE NO MORE.

GOOD SELLING, AND A HAPPY NEW YEAR.....

LOTUS MID-SOUTH, INC.

WAYNE A. BENTON, PRES.



# LOTUS DEALER NEWS

13.

PARTS BULLETIN: ALL DEALERS.

SUBJECT: RADIOS FOR LOTUS.

WE HAVE NOW IN STOCK FOR DELIVERY RADIOS THAT FIT THE LOTUS CARS PERFECTLY, WITHOUT ANY MODIFICATIONS IN YOUR SHOP. IF YOU WOULD LIKE ANY OF THESE UNITS, PLEASE ORDER ACCORDING TO THE BELOW PART NUMBERS:

C-240	AM RADIO	\$ 32.35 NET
C-505	AM/FM RADIO	\$ 51.50 NET

THE BELOW TWO ITEMS MUST BE ORDERED AT THE SAME TIME TO ADAPT THE FACE PLATE TO FIT THE OPENING IN THE DASH PANEL:

050 M 6132	FACE PLATE ADAPTER	\$ 7.00 LIST
MP 56B	FACE PLATE	\$ 1.27 NET

THE SUGGESTED INSTALLED PRICE ON THE TWO RADIOS ARE:

AM RADIO	\$ 110.00
AM/FM RADIO	\$ 175.00

THE UNITS FROM LOTUS MID-SOUTH, INC. DO NOT INCLUDE THE ANTENNA, OR THE ENGINE SUPPRESSORS. BULLETIN TO FOLLOW ON THE PROPER INSTALLATION OF THESE.

LOTUS MID-SOUTH, INC.

WAYNE A. BENTON, PRES.

# LOTUS DEALER NEWS

14.

SERVICE BULLETIN: ALL DEALERS.

SUBJECT: RADIO NOISE SUPPRESSION IN LOTUS CARS.

IN REFERENCE TO THE BULLETIN ISSUED ON THE AVAILABILITY OF RADIOS THROUGH LOTUS MID-SOUTH, INC., BELOW ARE OUR SUGGESTIONS IN SUPPRESSING THE STATIC NOISE THAT WILL BE GENERATED IN A LOTUS CAR.

INSTALL SUPPRESSORS ON:

- Altenator
- Voltage Regulator
- Ignition Coil
- Windshield Wiper Motor
- Radiator Blower Motor
- Heater Blower Motor
- Electric Motor-door windows (2)

INSTALL "IN LINE" SUPPRESSORS IN:

- Each Spark Plug Wire Lead
- Coil Wire to Distributor Tower

GROUND THE FOLLOWING:

- Antenna
- Each Seat Runner on Both Seats
- Front and Rear Bumper (if metal)
- Front and Rear Grill (Europa)
- Front Grill (Elans)
- Window Mechanisms (metal)

IF THE ABOVE OPERATIONS ARE CARRIED OUT, WE HAVE FOUND THAT ALL STATIC IS VIRTUALLY ELIMINATED.

PLEASE SEE THAT COPIES ATTACHED REACH EACH AND EVERY MECHANIC THAT WORKS ON LOTUS CARS, IT WILL SAVE HIM MANY HOURS OF HECTIC WORK.

LOTUS MID-SOUTH, INC.



WAYNE A. BENTON, PRES.

# LOTUS DEALER NEWS

15.

SALES BULLETIN: ALL DEALERS.

SUBJECT: NEW CAR PRICES.

THERE HAVE BEEN MANY INQUIRIES AS TO THE CURRENT PRICE OF LOTUS CARS, AND AS WE HAVE ADVISED MANY OF YOU BY PHONE, WE LEFT THE PRICES AS THEY WERE UNTIL THE AMERICAN DOLLAR REACHED SOME STABLE PRICE ON THE INTERNATIONAL MARKET. NOT THAT IT WILL NOT CONTINUE TO CHANGE, BUT IT SEEMS THAT SOME STABILITY HAS BEEN REACHED, SO THE FOLLOWING PRICES ARE THE PRICES FOR ALL 1972 LOTUS AUTOMOBILES.

THESE PRICES DO NOT INCLUDE ANY EXCISE TAXES AND, IF YOU WILL COMPARE INVOICES, YOU WILL SEE WHERE WE HAVE BEEN ABSORBING A SLIGHT LOSS, UNTIL THE PRICE WOULD SETTLE DOWN TO A MORE STABLE LEVEL, RATHER THAN ISSUE NEW PRICE LISTS EVERY FEW DAYS.

	<u>COST</u>	<u>SUGGESTED LIST</u>
EUROPA S2	\$ 4,349.01	\$ 5,149.01
ELAN SPRINT	\$ 5,168.31	\$ 6,168.31
ELAN +2 130	\$ 6,188.32	\$ 7,338.32

LET'S NOW HOPE THAT THE AMERICAN \$ WILL HOLD, AND POSSIBLY GET STRONGER IN THE INTERNATIONAL MARKET. IF SO, WE CAN LOOK TO A DROP IN PRICE IN THE FUTURE.

LOTUS MID-SOUTH, INC.

WAYNE A. BENTON, PRES.

# LOTUS DEALER NEWS

16.

PARTS BULLETIN: ALL DEALERS.

SUBJECT: PARTS ORDERS.

FROM THIS DATE ON, SHOULD ANY PARTS ORDER BE RECEIVED IMPROPERLY COMPLETED, THEY WILL BE RETURNED TO YOU TO BE CORRECTED. ALSO, YOU MUST LIST ALL PARTS NUMERICALLY. PLEASE REFER TO THE ATTACHED SAMPLE FOR COMPARISON.

- 1) LOCATION - THIS MEANS PAGE NUMBER ON THE PARTS BOOK
- 2) LOTUS PART NUMBER - SELF EXPLANATORY
- 3) ALTERNATIVE PART NUMBER - IF KNOWN BY YOU, BUT THIS IS PRIMARILY FOR OUR USE.
- 4) QUANTITY ORDERED
  - a) ORDERED - FOR USE BY YOU
  - b) SUPPLIED- FOR USE BY LOTUS MID-SOUTH
- 5) DESCRIPTION - BE SURE TO GIVE FULL DESCRIPTION AS GIVEN IN THE PARTS BOOK, PLUS GIVE THE MODEL OF THE CAR (ELAN S4, ELAN +2, EUROPA S2, ETC.) INCLUDING (IF BOOK SHOWS DIFFERENT PARTS FOR DIFFERENT SERIAL NUMBERS) THE SERIAL NUMBER OF THE CAR YOU ARE ORDERING FOR.

THE BALANCE OF THE SHEET IS FOR USE BY US, SO BE SURE AND NOT USE ANY OF THESE SPACES.

IT IS OF UTMOST IMPORTANCE THAT YOU GIVE ALL INFORMATION SO THAT, IF YOU HAVE ORDERED AN OBSOLETE NUMBER, INCORRECT PART FOR YOUR MODEL, OR WHATNOT, WE CAN TRY AND HELP YOU, BEFORE SHIPPING YOU THE INCORRECT PART.

EXAMPLE:

ITEM 1, LOCATED ON PAGE EK.29 IN ELAN +2 SHOP MANUAL, PART NUMBER 026 S 0140, 1 EA. TUBE TO DIST. FROM THIS LISTING, PROPERLY FILLED OUT, WE CAN TELL EXACTLY WHAT YOU NEED, FOR INSTANCE, IF YOU WILL REFER TO THE PARTS BOOK, YOU WILL SEE THAT THIS PART DOES NOT FIT THE 'S' 130 NOR +2, AND IF YOU SPECIFIED ONE OF THESE MODELS IN THE DESCRIPTION, WE KNOW THAT YOU HAVE "MISREAD" THE PARTS BOOK, WE THEN CHECK WITH YOU TO CONFIRM BEFORE SHIPPING POSSIBLY THE INCORRECT PART TO YOU.

WE HATE TO DELAY PARTS SHIPMENTS...BUT UNTIL YOU LEARN TO PROPERLY FILL OUT THE PARTS ORDER FORMS, WE WILL RETURN THEM TO YOU FOR COMPLETION. IT IS IN YOUR BETTER INTEREST THAT WE DO THIS, SO PLEASE COMPLY.

LOTUS MID-SOUTH, INC.

WAYNE A. BENTON, PRES.

# LOTUS DEALER NEWS

February 7, 1972. 17.

SERVICE BULLETIN: ALL DEALERS.

SUBJECT: EUROPA SHIFT LEVER REPLACEMENT.

SHOULD YOU HAVE DEMAND TO REPLACE THE BALL SOCKET ON THE EUROPA SHIFT LINKAGE, DUE TO WEAR OR BREAKAGE, THE ENTIRE ASSEMBLY CAN NOW BE UPDATED TO THE CURRENT LINKAGE BY ORDERING THE BELOW LISTED PARTS. IT MUST BE CHANGED AS A COMPLETE UNIT, AND NOT PARTIALLY.

ALL UNITS, FROM UNIT #7106-----R HAVE THE NEW TYPE, BUT THE OLDER UNITS WILL NEED UPDATING.

BY INSTALLING THIS UNIT, THE SHIFT BECOMES QUITE IMPROVED, AND ALL OF THE SLACK, IN THE OLDER UNIT, IS DONE AWAY.

ORDER THE PARTS, AS FOLLOWS:

AO65 F 0155	GEAR LEVER	1	\$ 14.00
065 F 0169	BEARING PLATE	1	13.50
046 F 6156	CIRCLIP	1	.15
065 F 0156	SPACER	1	.55

THERE SHOULD BE NO NEED TO INSTALL THE KIT UNDER WARRANTY, THEREFORE, BEFORE SUBMITTING A CLAIM UNDER WARRANTY, PLEASE BE SURE AND CONTACT US PRIOR TO PERFORMING THE WORK.

THIS IS PRIMARILY IN RELATION TO THE VERY EARLY EUROPA, THEREFORE, IS NOT NEEDED ON THE LATER UNITS.

LOTUS MID-SOUTH, INC.

WAYNE A. BENTON, PRES.

# LOTUS DEALER NEWS

18.

SALES BULLETIN: ALL DEALERS.

SUBJECT: PRESS RELEASE - EUROPA TWIN CAM.

Attached is the first official information on the long awaited Lotus Europa Twin Cam. Make sure that you contact the local news media that you use in your area, and get coverage of the introduction into the U.S. on the model. Please take note of the introduction date, and see that the article does not appear sooner.

Send us, immediately, copies of the complete paper or radio releases, just as soon as issued, so we may forward same on to Lotus, as they are greatly interested in the proper coverage. The way the introduction is handled could, in the future, aid all of us greatly, so let's make it a 100% effort.

We will be receiving a small shipment of Europa Twin Cam, (Europa T.C.) sometime during March which, we hope, will be sufficient for one (1) car per dealer. As of this date we have no colors nor number of cars in shipment. Should there not be enough for one per dealer, the cars will be allotted according to the number of cars purchased by that dealer in the past twelve months effective March 5, 1972.

The current coal strike in England has the plant operating only two days per week currently, so the stock of cars will be low in the beginning. But we have an ample order standing with the factory to supply you with all the cars you desire by mid May.

Be sure that you do not sell the first car shipped as you must retain this as a demo. In order to supply everyone as they sell cars retail we will, in the beginning, request that you forward signed copies of your car purchase order, before shipment of unit to you. This measure is strictly a temporary measure which will be lifted just as soon as possible. In fact, if the current coal strike ends as hoped this week, we may not even have to take this action at all. If required, this measure prevents one dealer from depleting the stock of colors to the point other dealers, after selling a unit, being unable to take delivery from us, and possibly losing a sale.

Within ten (10) days we will advise you of a firm price on the unit which, we hope, will be less than earlier projected.

LOTUS MID-SOUTH, INC.

WAYNE A. BENTON, PRES.

# LOTUS DEALER NEWS

19.

SALES BULLETIN: ALL DEALERS.

PLEASE POST THE ENCLOSED FORMS ON DISPLAY IN YOUR SHOWROOM ACCORDING WITH CURRENT REGULATIONS FOR CUSTOMER INSPECTION.

ADDITIONAL FORMS ARE FORTHCOMING ON THE EUROPA, AND JUST AS SOON AS RECEIVED, WILL BE FORWARDED IMMEDIATELY TO YOU.

PLEASE BE SURE, AND DISPLAY THE ATTACHED RIGHT AWAY.

LOTUS MID-SOUTH, INC.

*Wayne A. Benton*  
WAYNE A. BENTON, PRES.

# LOTUS DEALER NEWS

20.

SALES BULLETIN: ALL DEALERS.

SUBJECT: REAR SEAT S.130

FOLLOWING NEW REGULATIONS WHICH HAVE BEEN PASSED IN VARIOUS MARKETS CONCERNING MOTOR VEHICLE SAFETY, WE HAVE HAD TO REVIEW THE FUNCTION OF THE FOLD DOWN SEAT IN THE REAR OF THE S.130. IN ORDER TO COMPLY WITH MANY OVERSEAS MARKETS, WE HAVE BEEN FORCED TO FIX THE REAR SEAT IN THIS MODEL SO THAT IT IS NO LONGER PERMITTED TO DROP DOWN AS ON PREVIOUS MODELS.

PLEASE INFORM YOUR SALESMEN AND POTENTIAL CUSTOMERS THAT IN THE NEAR FUTURE ALL CARS RECEIVED WILL HAVE THE FIXED SEAT VARIATION.

WE, CURRENTLY, STILL HAVE SEVERAL IN STOCK WITH THE FOLD DOWN, WHICH EVERYONE HAS BEEN VERY PLEASED WITH. IF YOUR SALES FORCE DESIRES THE FOLD DOWN VERSION, PLEASE ORDER IMMEDIATELY, FOR THE SUPPLY WILL NOT LAST LONG.

LOTUS MID-SOUTH, INC.

WAYNE A. BENTON, PRES.



# LOTUS DEALER NEWS

21.

BULLETIN: ALL DEALERS.

SUBJECT: FACTORY TRAINING MARCH 27, 1972.

MR. J. Endruweit of Lotus Cars Ltd. will be in New Orleans on March 27, 1972, for training in Lotus service. Having spoken with others that have attended his lectures, they have all expressed nothing but praise for the lecture. So, please make every effort to have at least one person from your dealership attend, for everyone can well use the training.


Lotus Mid-South, Inc. will pay air fare to New Orleans upon presentation of the ticket by your person (one ticket only per dealership) from your dealership. Should you desire that we make reservations for Sunday night, at your expense, please notate below and we will be happy to make all arrangements in your name.

Many dealers have already stated that they will be driving one of the Lotus Europa Twin Cams back from the school. If you have changed your mind, and care to also have a car for the return trip, please notate below. It must be realized that we have a small quantity of cars (T/C) presently, and possibly one or two of the dealers may not be able to receive a car for drive-away. Please refer to bulletin No. 18, which covers just how cars are to be allotted.

Please try and make this school a 100% effort, as Mr. Endruweit is coming over from the factory especially for this training, so surely you can all put forth to match his efforts.

Reservations and training will be at Holiday Inn of New Orleans, Northwest, 3400 I-10 & Causeway Blvd. Metairie, La. 70001. Upon arrival at the airport, proceed to the lower level, and you will find a courtesy phone with a direct line to the Holiday Inn, where they will immediately send out a courtesy car for you.

Lotus Mid-South, Inc.

  
Wayne A. Benton, Pres.

Remove & return to us immediately.

Yes \_\_\_\_\_/No \_\_\_\_\_ I will be able to attend the schooling.

Yes \_\_\_\_\_/No \_\_\_\_\_ I (will \_\_\_\_/will not \_\_\_\_ ) be driving a T/C from the training.

Yes \_\_\_\_\_ I would like for you to make reservations for Sunday night, and my man will pay upon checking out.

No \_\_\_\_\_ I will need no reservations.

Dealer name \_\_\_\_\_

Dealer address \_\_\_\_\_

# LOTUS DEALER NEWS

Ref: 101-12

All Dealers:

URGENT

Ref: NADA questionnaire

We have been informed by the National Automobile Dealers Association (NADA) that it is addressing a confidential survey to all franchised import dealers.

I urge you to respond to this in order to establish the importance of healthy and prosperous import dealerships to the United States economy.

Please complete this questionnaire accurately and return it to NADA as soon as possible.

Sincerely,

*Wayne A. Benton, Pres.*  
Wayne A. Benton, Pres.

# LOTUS DEALER NEWS

23.

## IMPORTANT-SALES AND SERVICE BULLETIN

SUBJECT: EUROPA S2 MODIFICATION.

SINCE THE INTRODUCTION OF THE LOTUS TWIN CAM EUROPA MANY PERSONS HAVE INQUIRED ABOUT BUYING THE BELL HOUSING SO AS TO ADOPT THEIR "PUSH-ROD" EUROPA S2 TO ACCEPT THE TWIN CAM LOTUS ENGINE.

DUE TO THE MANY INQUIRES, I SPOKE WITH THE FACTORY AND MR. TONY RUDD OF ENGINEERING STATED THAT "UNDER NO CONDITION MUST THE TWIN CAM BE INSTALLED IN THE S2, FOR THE CHASIS CANNOT TAKE THE TORQUE LOAD, AND YOU ARE NOT DOING THE CUSTOMER A FAVOR".

SO UNDER NO CONDITION MUST YOU SELL A BELL HOUSING FOR THIS TYPE OF CONVERSION, AND SHOULD SOMEONE ORDER A BELL HOUSING, BE SURE AND INQUIRE IF THIS IS THEIR INTENT,.....IF SO, ADVISE THEM THAT IT MUST NOT BE PERFORMED.

SHOULD ANY LEGAL QUESTION ARISE, DUE TO CAR FAILURE, AND ANYONE SHOULD APPROACH LOTUS MID-SOUTH, INC., THIS NOTICE WILL STAND TO CLEAR LOTUS MID-SOUTH, INC., OF ANY LEGAL RESPONSIBILITY.

IT IS URGENT THAT YOU TAKE NOTICE OF THIS AS IT IS MOST IMPORTANT.

SINCERELY,

LOTUS MID-SOUTH, INC.

WAYNE A. BENTON, PRES.

# LOTUS DEALER NEWS

ALL DEALERS

Bulletin #24

Subject: Current European Delivery Prices, Federal Specifications  
Effective April 1, 1972

x8	CHOICE CODE	NETT_ EX_ FACTORY
LOTUS EUROPA TWIN CAM	A003A0300B-1	4,396.35 4,475.85
<u>Optional Extras:-</u> •Brand Lotus" 5½ Alloy wheels fitted Firestone tires Tinted glass all round Tinted front screen only Oatmeal colored trim Wheel trims(Steel wheels only) Parts list <i>Metalic Paint</i>	24B 57B 58B 71B 81B	214.65 74.20 55.65 <del>26.50</del> 13.25 13.25 13.25 39.25
LOTUS ELAN SPRINT FIXEDHEAD COUPE(FHC)	A001A0900B-1	4,714.35
LOTUS ELAN SPRINT DROPHEAD COUPE(DHC)	A001A1000B-1	4,714.35
<u>Optional Extras:</u> Radio(Inc. speaker, aerial, & RSK) Tinted glass all round(FHC) Tinted glass all round(DHC) Tinted front screen Wheel trims Parts list	87B 57B 57B 58B 80B	111.30 90.10 79.50 66.25 13.25 13.25
LOTUS + 2'S' 130	A002A0300B-1	5,745.20
<u>Optional Extras:-</u> Tinted glass all round Tinted front screen Heated rear screen/ tinted front screen clear sides Heated rear screen Wheel trims Workshop Manual Parts List	57B 58B 59B 60B 80B	135.15 74.20 106.00 42.40 13.25 13.25 13.25
Factory DELIVERY CHARGES Personal Export Scheme on all Models		
Pre-delivery inspection, licence plates & petrol		42.40
Custpms brokerage and documentation		13.25
FOB delivery during collection from factory		55.65

IMPORTANT- Be sure customer understands-

LOAD INSURANCE(green card) should be obtained from your Broker before collection

Overseas touring kits can be supplied for all models from any authorized Lotus Dealer

Lotus reserve the right to change models, Prices and specification without notice

# LOTUS DEALER NEWS

Dealer Bulletin

May 22, 1972

ALL DEALERS

Subject: June issue ROAD & TRACK, p.168 and 152 thru 155

The ads are beginning to appear, as promised, and you will see many more in the near future..... with the correct corporation listing for our territory.....Benton, Inc, is my retail outlet, and not the wholesale..... but no great damage, for corrections have already been made.

Start selling, this is what you have all said that you wanted, and now you have it.

Good selling.

Sincerely,

Lotus Mid-South, Inc.

A handwritten signature in cursive script, appearing to read "Wayne A. Benton".

Wayne A. Benton, Pres.

# LOTUS DEALER NEWS

SALES JOGGER

# 25

Attached you will find a copy of article in April issue of Car magazine, 1972, covering the new Lotus engine.

Note the way the article starts off, and you will see we have no problems with future exhaust requirements for a couple of years.

This engine will be, of course supplied to Jensen-Healey car, coming into the country this fall, But also, available for the new model Lotus, (currently known as M57) [proto-type] being introduced also this fall.

At anytime, should the requirements become too stiff for the current engine, the new engine will immediately replace same.


In the article, as in many other places of late, they refer to the V-8 version, well this engine isn't any where even in the test bed version, but a six cylinder version is.

This engine is an in-line six with 24 valves..... should prove interesting, as it is a 3 litre engine.

Well, this is just a little information to keep you abreast of what Lotus is doing....we will not be immediately affected by the new engine, but in the future we will, and occasionally you will have readers that have heard or read about the same.

Sorry for not more joggers in the past, but they will be more regular in the future.

Good selling,

  
Wayne A. Benton, Pres.  
Lotus Mid-South, Inc.

# LOTUS DEALER NEWS

ALL DEALERS

SUBJECT: NATIONAL ADVERTISING

As promised in the past, we will have national advertising in the leading sports car magazines. Our present coverages are:

Road & Track- June, September, December, March, 1973

Motor Trend- July, October, January, April 1973

Car and Driver- August, November, February, May 1973

As you can see, we will have a fullll page ad virtually every month in one or the other of the three magazines.

Now..... we are giving you national coverage, how about you locally-- use your co-op advertising with ad material we have supplied you.

Good Selling!

Lotus Mid-South, Inc.

# LOTUS DEALER NEWS

# 26

SUBJECT: Proper ordering of parts

ALL DEALERS

As many dealers are ordering parts for the incorrect cars, we are forced to incorporate the following requirements in parts ordering.

If you do not follow this guide line, and should not receive the parts that you desire, the fault will all because of you and no one else.

Some of you, not all, are ordering parts for non-U. S. Federal versions, we don't have the parts in stock, have to order from the factory, then we ship it to you, you complain that we sent you the wrong part when in fact, you ordered the wrong part.

So, in an effort to try and limit these mistakes, we are now requiring that you complete your orders as per the attached example.

First, be sure that you complete the address, etc., plus be sure that you sign the order.

Second, list the type of car or model that you are ordering parts for in the description column and list the parts needed. Or even better, if you have several items for the same car, list the model and chassis number as in the second example.

By doing this, should you make a mistake (or it looks you made a mistake) we contact you and verify that you are ordering what you stated on the form. Also, should you make a mistake, as in the item marked with an 'X', we know that you have errored, and after contacting and suggesting the proper part, we then correct the order.

After completing the order, be sure to sign as marked above, and forward to Lotus Mid-South, Inc., 3835 Airline Highway, Metairie, La. 70001.....not to the Lotus address on the order form. The factory will not ship direct to you, so let's please save time in the process.

PHONE ORDERS" Should you place a phone order, please follow up the order with a written order, signed, and state that it is a confirmation of phone order of such and such a date.

It is felt that the above will tend to cure many of the problems in ordering the incorrect items.

Best regards,

  
Wayne A. Benton, Pres.  
Lotus Mid-South, Inc.



## PARTS ORDER FORM

LOTUS CARS (Service) LTD. Norwich Norfolk Nor 92W England

TELEPHONE : WYMONDHAM 3411

TELEX : 97401

CABLES : LOTUS, NORWICH



Customer's Name ✓

Address ✓

Customer's Signature *BE SUPER SIGN*

Telephone No.

Date ✓

L.C.(S) N° 22861

Location	Lotus Part No.	Alternative Part No.	QUANTITY		Description	Quantity Pending	Unit Price	Total Price
			Ordered	Supplied				
BB27	03680544		1		EUROPA NAME plate			
BH1	04680088		1		EUROPA SI Door Shell LH			
BH5	05486059		1		EUROPA BEZEL - Remote control			
EF8	054E6013		1		EUROPA Manifold 821-30			
					EUROPA chassis # 0643			
BH1	04680089		1		Door shell RH			
BH1	04680427		1		Door trim PANEL			
BJ1	05480237		1		Facia PANEL			
<del>BK3</del>	<del>A02680196</del>				Elan s4 Federal 0143 K			
BK3	A02680196	X	1		Glove Box			
BK4	03680621		1		BRACKET			

Credit Control Approval .....

Issued .....

Date Order Received .....

Date Order Despatched .....

\*MSO

\*SUP

\*VOR

\*Delete whichever is not applicable

CARE:

Do NOT use Quantity  
Pending Column for price  
extensions.

Total

Less Discount

Plus Net

Returnable Packages

Net Total

# LOTUS DEALER NEWS

SALES JOGGER

# 28 a.

ALL DEALERS

The following is a brief outline of Lotus and Lotus people that you will hear of, or want to be able to speak of, during the months ahead.

WHO'S WHO AT LOTUS IN '72

A. C. B. Chapman-CHAIRMAN

Former first Lotus Company in 1972

Former Lotus Cars Ltd. in 1958

Very active in all aspects of the business

Fanatically keen on motor racing and our Team Lotus

F. R. Bushell-DEPUTY CHAIRMAN AND GROUP FINANCIAL DIRECTOR

Responsible for overall financial control of Group Lotus

Joined Lotus from a firm of Accountants, Peat, Marwick Mitchell & co. in 1958.

D. A. Austin-DIRECTOR OPERATIONS

Responsible for all revenue earning activities to the Group Board

Joined Lotus from the Ford Motor Company in 1966.

A. C. Rudd-DIRECTOR OF ENGINEERING

Responsible for all Research, Development and Engineering

Joined Lotus on Sept. 3, 1969 from B. R. M.

Appointed Director of Engineering in 1970

P.R. Kirwan- Taylor-NON EXECUTIVE DIRECTOR

Visits the factory regularly and provides overall policy guidance

First associated with Lotus in 1953.

Assisted in the design of the Elite

Became a Director of Lotus in 1959

A Qualified Accountant.

J. E. Standen-EXECUTIVE DIRECTOR

Joined Lotus in 1954

Executive Director from 1966.

Below are listed the names of those people within the Marketing Team who are concerned, in one way or another, with the U. S. Market.

Barry Carter  
Roger G. Putnam  
Anthony Ives  
Steve Hanlon  
Jack Daines  
John Kelly  
Jim Endruweit  
Martin Drury

General Manager-Marketing  
Sales Manager  
Export Representative  
European Delivery and Export Sales  
Shipping and Dispatch  
Service Manager(Service and Parts)  
Field Service Training  
Quality Control

# LOTUS DEALER NEWS

# 28 b.

## MODEL LINE UP FOR 1972

### Elan +2'S' 130

Increased power

Increased torque

Modified drive shafts

Suspension, steering and Brake-Unchanged from the +2'S'

Increased strenght final drive

Stiffer rotaflex couplings

### Elan Sprint

Extra power

Modified drive shafts

Stiffer rotaflex couplings

Suspension, steering and brakes-unchanged from the Elan S4

Extra Torque

Strengthened final drive

### Twin Cam Europa

Extra power

More leg room

More seat room

Choice of wheels & tire size

Better rear three quarter vision

Extra torque

More head room

Twin gas tanks

Choice of trim color

### Europa S2

Unchanged

## RECENT AREAS OF EXPANSION

July, 1971.....Laminating Shop

October, 1971.....Low Bake Paint Shop

February, 1972.....Engine Shop

## THE FACTORY

The operations of Lotus are almost entirely conducted from a 37 acre near Norwich in Norfolk County, England. The facilities available include a 2.3 mile test track, a recently constructed factory of over 170,000 Square Feet, incorporating a 26,000 Square Feet open plan office and additional buildings extending to some 50,000 Square Feet.

Additional development on the site has been the construction of a 35,000 Square Ft, body shop to supercede the original body shop which is operated by the factory from a 4.25 acre site adjacent to the main factory. This smaller site now houses the world famous Team Lotus.

Within the main plant the company has recently opened a low bake paint facility and a \$1.3 million manufacturing plant to build the 2 litre engine. This plant occupies an area of 23,000 Square FT. of which the assembly area is 8,000 Square Ft. and its planned output is anticipated to build up to 20,000 units per year.

# LOTUS DEALER NEWS

# 27 c.

## TOTAL STAFF

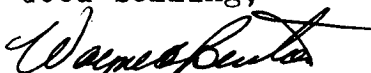
The factory employs approximately 650 people. Labor relations are excellent and no significant stoppage has occurred in the history of the company. Although the factory does not run a formal apprenticeship program, extensive in plant training is undertaken to ensure that young employees are trained to the standards of skill required.

## LOTUS 1948-1972

- 1948-Lotus Mk1 based on Austin 7 built for trials use
- 1949-Lotus Mk2 Built and used in trials successfully
- 1953-Lotus Mk6 the first production car built at Hornsey factory of Lotus Engineering
- 1957-The first single seater Lotus 12 raced by Cliff Allison and Graham Hill in Formula 2
- 1959-Launch of sensational Lotus Elite-first class fibre monocoque production car.
- 1960-Jim Clark joins Team Lotus as Formula driver
- 1961-Jim Clark wins Pau Grand Prix- first Lotus Formula 1 victory
- 1962-Lotus Elan 1500 launched at London Motor Show.
  - Jim Clark causes sensation with twin -cam powered Lotus 23 at Nuburgring 100 Kms
- 1963-Lotus wins World Championship for first time with Lotus 25 Coventry Climax
- 1965-Lotus launch Elan fixedhead coupe
  - Second World Championship in Lotus 33 Coventry Climax
  - Lotus win 'Indy 500' in Lotus 38 Ford
- 1966-Lotus move to current factory at Hethel, Norfolk
- 1967-Launch of Lotus Europa in Europe and Elan+2 in U.K.
  - Lotus 49 Ford races for first time at Zandvoort
- 1968-Graham Hill wins third World Championship for Lotus in 49B
  - +2'S' launched at London Motor Show
  - Europa launched in U.S. market
- 1969-Lotus63 Turbine car races
- 1970-Jochen Rindt wins fourth World Championship for Lotus in a Lotus 72
- 1972-Lotus Launch Europa Twin Cam with Big Valve engine at Chicago Auto Show

The foregoing doesn't cover all of Lotus, but does I hope, give you some insight into what Lotus is, who they are, and what they have done. Possibly you will find many items to incorporate into your sales presentation from the above

Good Selling,

  
Wayne A. Benton, Pres.  
Lotus Mid-South, inc.

# LOTUS DEALER NEWS

ALL DEALERS

.29

For the attention of: The Service Manager

Subject: +2'S' with Alloy Wheels.

When the above model is fitted with Alloy Wheels, it should be noted that the rear wheel hubs are fitted with longer wheel drive pegs and a spacer is fitted. The reason for the spacer is to move the wheel further outwards to give more clearance between wheel and wishbone. The reason for the longer wheel drive pegs is to allow the wheel spacer to be fitted.

It has come to our notice, that some of you are fitting Alloy Wheels to cars which were previously equipped with steel wheels. It must be understood that where this has occurred, the wheel drive pegs and wheel spacer MUST BE FITTED to the rear hubs.

Part numbers of wheel drive pegs and wheel spacers are:

Wheel drive peg	A050G0011Z	10 required
Wheel spacer	B050G0033	2 required

Note: The wheel spacer must be attached to the hub with 'Loctite 312'. Care should be taken, of course, that no 'Loctite' is applied either to wheel drive pegs, or the thread of the hub.

Sincerely,  
Lotus Mid-South, Inc.

  
Wayne A. Benton, Pres.

# LOTUS DEALER NEWS

ALL DEALERS

.30

Gentlemen,

Attached you will find copies of articles (~~note pull~~) which were written in the Austin news paper, thanks to the never ending efforts of David Bland Lotus Cars, Austin, Texas.

Coverage of this type can do nothing but advance sales of Lotus Cars in his area; we highly urge everyone to take note of his efforts and do as much of the same as possible.

This is tremendous exposure and can be considered the very best advertising imagineable, plus it's free, other than some personal efforts put forth by you, the dealer, or your Lotus Sales Experts.

In closing, I personally and publically congradulate David and say, "Good Show, Keep Up The Good Work!"

Sincerely,

Lotus Mid-South, Inc.

*Wayne A. Benton, Pres. / WAB*

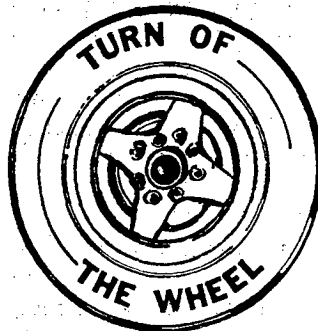
Wayne A. Benton, Pres./E. P.

# Europa Twin Cam by Lotus Genuine Safety Automobile

I had lunch the other day with my old amigo and engineering consultant, Art Eatman, David Smith of C. B. Smith Volkswagen, and David Bland, Austin's new Lotus dealer. (No, Virginia, a Lotus in this case is not a flower.)

I don't know whether you could call it a dealer meeting, since I'm back in the car business, or a driver's meeting, since all four of us either hold or have held National Competition Licenses. But the occasion was a chance for Art and me to look at our idea of a safety car: the Lotus Europa Twin Cam.

What the Lotus Europa is, really, is the closest thing to a pure race car you can buy for



By T. Q. JONES  
Automotive Writer

street use. Mid-engine, fully independent suspension, a center-of-gravity about two feet below street level and resembling a scaled-down LeMans Ford or Ferrari more than anything else.

Why do I think that is a

safety car? Because it will go, stop and turn, and do all three better than anything except a flat-out racing car. Unfortunately, it takes a much-better-than-average driver to handle one without getting into trouble.

There are a good number of cars in this category, from the really well-handling small sedans like the BMW 2-doors up through the quicker Porsches; the more conventional Lotus Elan and Elan Plus Two, and on to esoteric beasts like those built by Ferrari, Maserati and Lamborghini.

But of them all, the Europa Twin Cam is probably the best package, and it's cheaper than most of them.

Not that it quite fits into the "economy car" category: buying a Europa will just about eat up a six thousand dollar bill. On the other hand, I don't think David Bland has plans to sell them in large numbers. There is, and always has been, a market for such special cars.

Last week, Emerson Fittipaldi won yet another Grand Prix in what is currently known as a "John Player Special;" by any other name, a Lotus 72. And just about the only way you can buy a car designed by one of the top Formula One builders is to buy one of Colin Chapman's Lotuses (actually, Chapman says the plural of Lotus is Lotus, but what the heck).

The Lotus Europa Twin Cam is a worthy successor to the old Lotus Super Seven; the Seven had the advantage of looking like something you built in the backyard, but it was a street racer par excellence.

The new Europa Twin Cam looks like what it is: a too-mean machine that's long, low, quick and controllable. And it will blow the doors off the old Super Seven, or off just about anything you run into on the street.

Do I recommend rushing out and buying a new Europa, either with Twin Cam Ford power or with the Renault 16 engine?

No.

The people who like them will buy them, and should. If you can handle it, it is one of the best cars in the world. I do recommend having more drivers on the street who could drive a car that good without getting into trouble.

Then everything on the road would be a safety car, Nader could retire, and the National Highway Traffic Safety Administration would be defunct.

And an air bag would be just another definition of a politician.

THURS., FRI., SAT.

OPEN DAILY 9:30 to 9:30 CLOSED SUNDAY

# Roadworthiness Is Reliable Substitute for Crash Safety

I sort of expected to catch flak about last week's column, but either people have decided I may have a point about Ralph Nader and his methods, or they have given up hope of convincing me I'm wrong. I don't really hope for either reaction, because I'd much prefer comments pro or con. Total agreement with anything means somebody isn't using their think power.

On the safety front, I had to laugh at the story in Automotive News reporting that Nader's Center for Auto Safety was urging the National Highway Traffic Safety Administration to eliminate the exemption from safety standards that is granted to cars weighing less than \$1,000 pounds. Among the cars mentioned as being exempt was the Lotus Super Seven, which is hilarious.

Not that the Super Seven is safe in a crash; far from it. But it has been around a long time, and once was the closest thing to a race car you could buy for street use. (Currently, that distinction belongs to another Lotus product, the Europa.) Super Sevens consist of an engine, a gearbox, four wheels and a place for the driver to sit; the whole works is more-or-less enclosed by fiberglass.

Not fiberglass like on a Corvette, thing fiberglass: maybe as thick as the sidewall of a tire. Safe in a collision? Not very likely. Likely to get in a collision? Un-uh. Driving a Super Seven is sort of like flying a Japanese Zeron in combat: if you get hit, you've had it, but you're awfully hard to hit.

Super Sevens are ego-destroyers. At less than 1,000 pounds and more than 100 horsepower, they are



By T. Q. JONES  
Automotive Writer

pretty formidable in the stoplight grand prix. If your adversary decides you've got him there and wants to take a run through some twisty bit of road, he'll be lucky to get close enough to identify the color of your taillights.

Of course, all of that is pretty anti-social behavior in one sense, but I would hate to see cars like the Super Seven legislated out of existence. They may not be crashworthy, but they are sure as blazes roadworthy; that ought to be worth something in an era when anything with a four-speed shift and stripes is a "sports car," even if steering it resembles piloting the Queen Mary.

But such talk is lost on both Nader and the Center for Auto Safety (what a laugh), especially when they can join with the government in looking for a "safety car" that far outweighs my old tow car.

Which reminds me of a conversation I had last week with my old friend and fellow racer. Art Eatman. Among other things (like being one of the best venison cooks I know) Art is an engineer, and a darn good mechanic. He also doesn't give away much on the race track, and on or off the track is one of the more auto-safety-conscious people I

know; a charter members of the "Buckle up before blasting off" club.

What he can't figure out is why the safety people don't pay more attention to what the racers have learned; in fact, why they never bother to ask racers questions about safety at all. Do they think crash survival at Indy or Watkins Glen or Daytona is pure luck?

True, luck may carry you through a 150 mph end-over-ender, but I wouldn't like to bet on it. And most drivers aren't counting on luck, either. They're counting on anywhere from \$500 to \$12,000 worth of safety equipment, either in the car or wrapped around their bodies.

More important is what the racing boys have learned about such things as tire aquaplaning, where the tire builds up and then climbs up on a well of water in front of it. Craig Breedlove is worried about what will happen to a supersonic land speed record car when the tire is moving so fast it builds up a wall of air and then climbs up on that, for crying out loud.

Racers have to solve problems like this all the time, and they have to do it without a multimillion-dollar grant from the federal government to help with expenses, either.

Over the years, we've learned a lot about how to make both the car and the driver safer. We've had to, both to stay competitive and to stay alive. And yet, it's the last place anyone, particularly Nader or the government, looks for vital information on safety.

The accident rate and death rate in Austin is pretty high. Yet in almost seven years of running around with local racers and gymkana drivers, I've heard of just one accident that was the fault of one of these drivers. They've also been involved in very few accidents, because they learn to look around them. They aren't overcautious or "defensive," they are just observant.

The conclusion is that they know something, and that what they know can be passed on to others, because the new drivers rapidly get as good as the old ones.

Some have volunteered to teach, but are only turned down. It makes me wonder if the "powers-that-be" are really interested in lowering the death rate, when they won't listen to the only ones who have any practical experience.



IF CLEANLINESS IS INDEED NEXT TO GODLINESS, the Lotus double-ohc two-litre engine must be a good candidate for beatification.

Without recourse to catalytic afterburners, air pumps, exhaust-gas recirculation or other aids, its emissional purity is already good enough for it to meet the 1974 US standards which are causing many another engine manufacturer quite a headache. The simple addition of an air pump will certainly see it through the appreciably tougher 1975 requirement and may even carry it into 1976, the regulations for which have been condemned elsewhere as impracticably strict.

All this would be highly praiseworthy if the engine was a soggy, low-output pudding whose performance had been deliberately made subservient to its level of exhaust toxicity. But this is a power unit of truly sporting character, giving no less than 70bhp per litre in standard form—a highly

respectable figure for road-going machinery.

Advance details of the engine were released towards the end of 1971, when Jensen officially admitted the existence of the Jensen-Healey sports car for which Lotus's initial production is earmarked. Not until last month, though, when the engine production facility was ready, did Colin Chapman and Tony Rudd really unburden themselves to a small group of technically inclined pressmen of which I was one. Because of the coal miners' strike, and the consequently restricted use of electricity, we were not able to see the numerically-controlled manufacturing plant in action—a pity, because it is highly sophisticated, ingenious and cost about £500,000, which is a lot for a firm of Lotus's size.

Colin took considerable trouble during our visit to correct the widespread belief that the engine is a development of the Vauxhall

Victor. The story actually started in January 1967, immediately after Lotus had moved to their new establishment at Hethel, near Norwich, from Cheshunt. Colin had decided that the company's future prosperity depended on a greater degree of self-sufficiency than hitherto. He therefore instructed his engine design team to lay out an advanced two-litre slant-four double-ohc unit which in due course would replace the Ford-based Twin Cam. For a good power-to-weight ratio it had to have both block and head of aluminium; for high performance four valves per cylinder were specified. With an eye to the more distant future, too, a doubled-up V8 had to be feasible—hence a 45deg inclination of the bores.

Basic design was completed quite quickly, and the costing boys took over. They came up with a total figure which was so high in relation to the Lotus resources that a

## BACK TO THE DRAWING BOARD JAGUAR?

Colin (Weight=Money) Chapman points the way to pollution-free power by Alan Baker

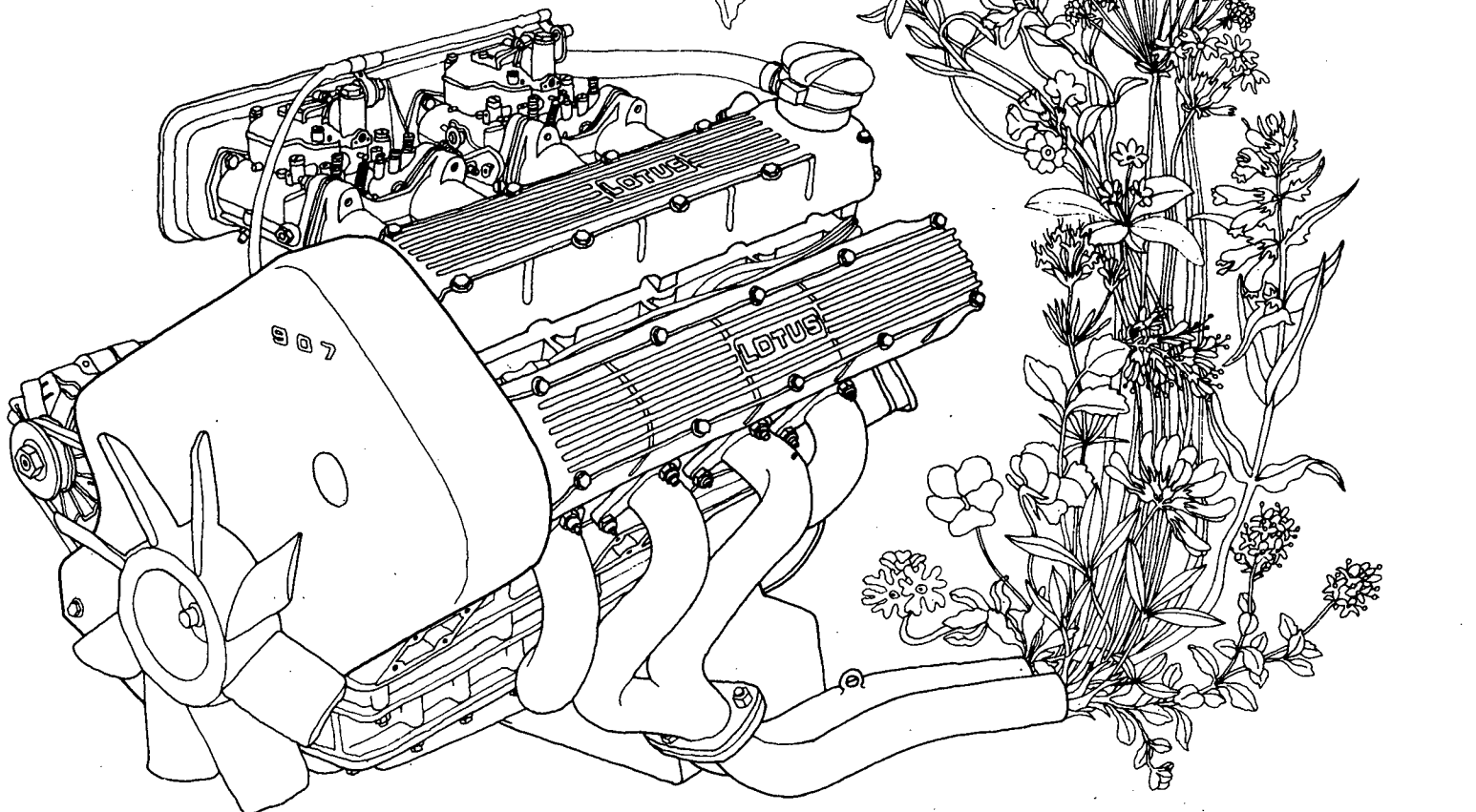


Illustration: Dereck Unglass

► horrified Colin was compelled to shelve the project. For the 1967 motor show, however, Vauxhall introduced their new Victors with slant-four single-ohc engines, the larger of which was a two-litre. The gloom at Hethel lightened when it was found that the bore, stroke and cylinder spacing of the Victor were virtually those on the drawings that had been filed away a few months earlier.

Here was a great opportunity of evolving the Lotus engine in two stages, which would make it a financially viable proposition! Since the Victor had a robust bottom half, the Lotus team under engine designer Ron Burr could use this as a development base for their four-valve double-knocker top end. When they were satisfied with the latter they could then tackle the problems of a light-alloy block and crankcase. In fact Phase One took about two years and included dynamometer and road running plus quite a lot of racing; the hybrid engine's competition debut, which occurred in fact only a few days after I first saw it, was at the 1968 BOAC 500 in which it won its category.

For Phase Two—the provision of a worthy bottom half—the prime criterion was rigidity (no easy thing to achieve economically in aluminium without losing much of the weight advantage). It was achieved by some clever design, to which I shall return later, and thereafter the engine was developed for production as 100percent Lotus. Although its design owes nothing to Luton, its realization might have been delayed a year or more without the entrance of the Victor—a veritable *deus ex machina*.

#### How so Clean?

This Lotus two-litre is very much a detuned racing engine, and it may not be immediately apparent why such a mettlesome device should have a much less toxic exhaust than most of its peers. When you think more deeply, though, it becomes apparent that what is good for racing is, on the whole, good for emissions. The best racing engine is that which breathes better and burns better than its competitors. More efficient and more complete combustion means a higher power output in relation to the energy (*ie* fuel) intake. But it also means that the exhaust contains less unburnt hydrocarbons and carbon monoxide—two of your pollutants.

The Lotus secret here was to evolve a combustion chamber which gives really quick burning so that, as Tony Rudd says, 'It's all over before the exhaust valve opens'. This was not of itself particularly difficult. The achievement was to get such clean combustion without an excessive rate of pressure rise in the cylinder during the early stages after ignition. Too rapid a pressure rise makes for a harsh, unrefined engine and can even reduce the power output by causing too much 'negative work', or resistance to the piston while it is still coming up to top dead centre.

So good combustion chamber characteristics took care of HC and CO in the exhaust. How were the more intractable oxides of nitrogen—the third pollutant—brought down to a satisfactorily low level?

This is where the good breathing of a race-bred engine comes in. Thanks to this built-in ability to get plenty of mixture into the cylinders, and the exhaust gases out of them, the engine did not need a high compression ratio to get the desired power output. The amount of oxides of nitrogen ( $\text{NO}_x$ ) in the products of combustion depends directly on the maximum temperature reached in the burning cycle, and this in turn is governed by the compression ratio employed—a low ratio should result in low  $\text{NO}_x$  formation. It's as simple in theory as that, and Lotus have made it work in practice.

The output of 140bhp at 6500rpm is actually developed on a compression ratio of only 8.4 to one—a figure chosen to comply with that odd Californian law which demands a higher tax for higher compression. This potent engine happily consumes the cheapest regular grades of petrol, in marked contrast to many others which have to be fed on the five-star variety. In fact, thanks again to its good combustion characteristics, it will perform satisfactorily on the latest US 91 octane lead-free gasolines even if the ratio is raised to 9.7 to one, which incidentally increases both output and emissions.

#### The hardware

To me, the outstanding feature of this 1973cc, 95.28 by 69.24mm engine's bottom half is the method used to ensure rigidity without excessive weight. The five main-bearing caps, instead of being separate components contributing nothing to stiffness, are incorporated in an aluminium-alloy casting sandwiched between crankcase and sump in a manner reminiscent of the Cosworth-Ford Formula One engine. His casting looks like a five-barred gate.

The crankshaft is an SG iron casting (who said high-performance shafts had to be forgings?) and the Italian-made EN 16T connecting rods are longer than average at 139.7mm (5.50in) between centres. For the Jensen-Healey the 10pint sump has its capacity concentrated at the rear, to clear the front-suspension crossmember and the steering rack.

LM25WP alloy is used for the cylinder head, which has shallow pent-roof combustion spaces with central sparking plugs and the pairs of valves inclined at an included angle of 38deg. Valve seats are of sintered iron, valve guides of cast iron; because of the low compression ratio the piston crowns are slightly dished, valve-head clearance being provided by machined recesses. The camshaft housings, with integral guides for the bucket tappets (ex-Twin Cam), are aluminium-alloy castings bolted to the head. A one-inch Powergrip toothed belt drives the camshafts and an auxiliary assembly comprising the oil pump, with its filter, and the distributor, which is mounted longitudinally at the rear to avoid the need of crossed gears. The installation was designed for easy adaptation to the projected V8; it is neat, but the distributor is rather tucked away beneath the paired twin-choke carburettors.

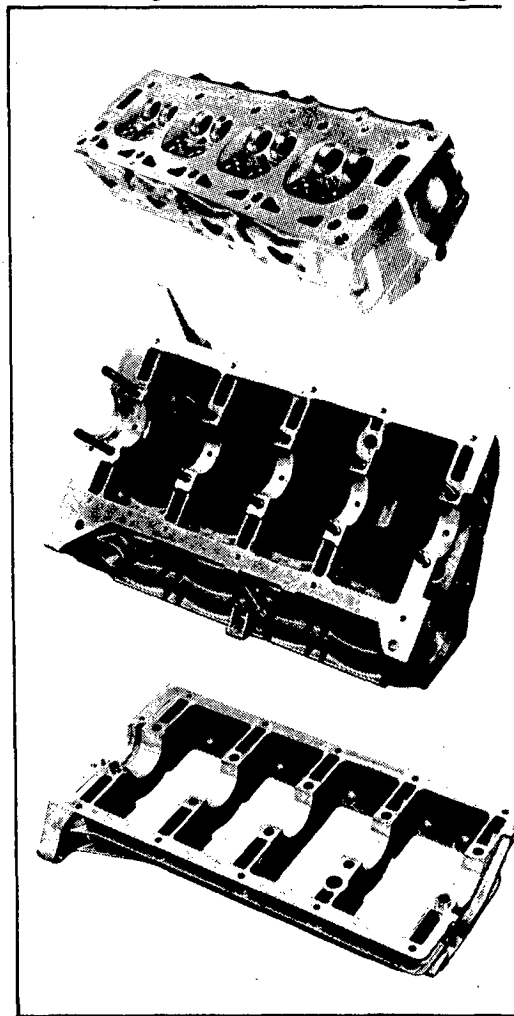
Specification for the latter depends on

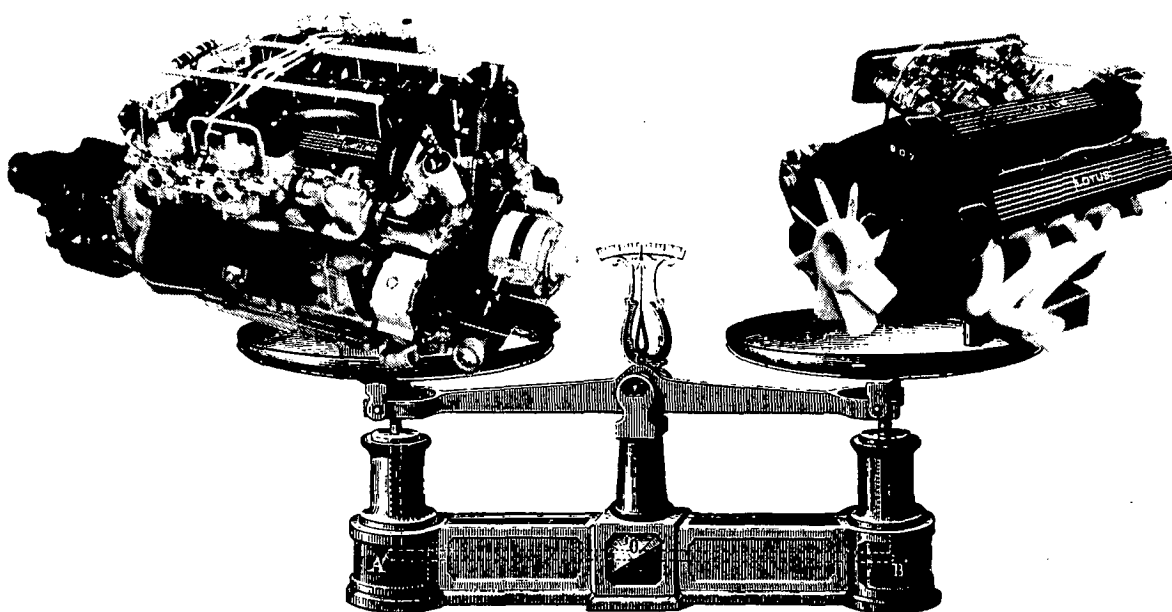
whether the engine concerned has to meet US Federal or domestic European requirements, as do the ignition-advance characteristics and the inlet manifold. Federal engines have two Zenith-Stromberg 175CD twin-choke side-draught instruments on a water-heated manifold, whereas the others have Italian Dellorto DHLA40 carburettors of similar layout on an unheated manifold. Lotus have found Dellorto (a motorcycle firm now breaking into cars) more co-operative than Weber.

As a final comment on the overall efficiency of this outstanding power unit, I must mention that its dry weight is only 275lb, including alternator and starter but without the clutch. To do better than two lb/hp with a Federalised engine is no mean achievement even when, like Colin Chapman, you believe that weight is money.

#### Production and supply

In its present form the manufacturing plant has a capacity of about 300 engines a week, but the starting target has been deliberately set low at 25. Lotus's own new car, due later this year, will of course be next after the Jensen-Healey to be fitted with this unit. But as soon as production has built up it will be available to any other specialist car builder who can order in worthwhile quantities. Having been given an off-the-record selling price, I predict a very healthy demand. On a £ per hp basis one would pay several times as much for a good outboard motor!



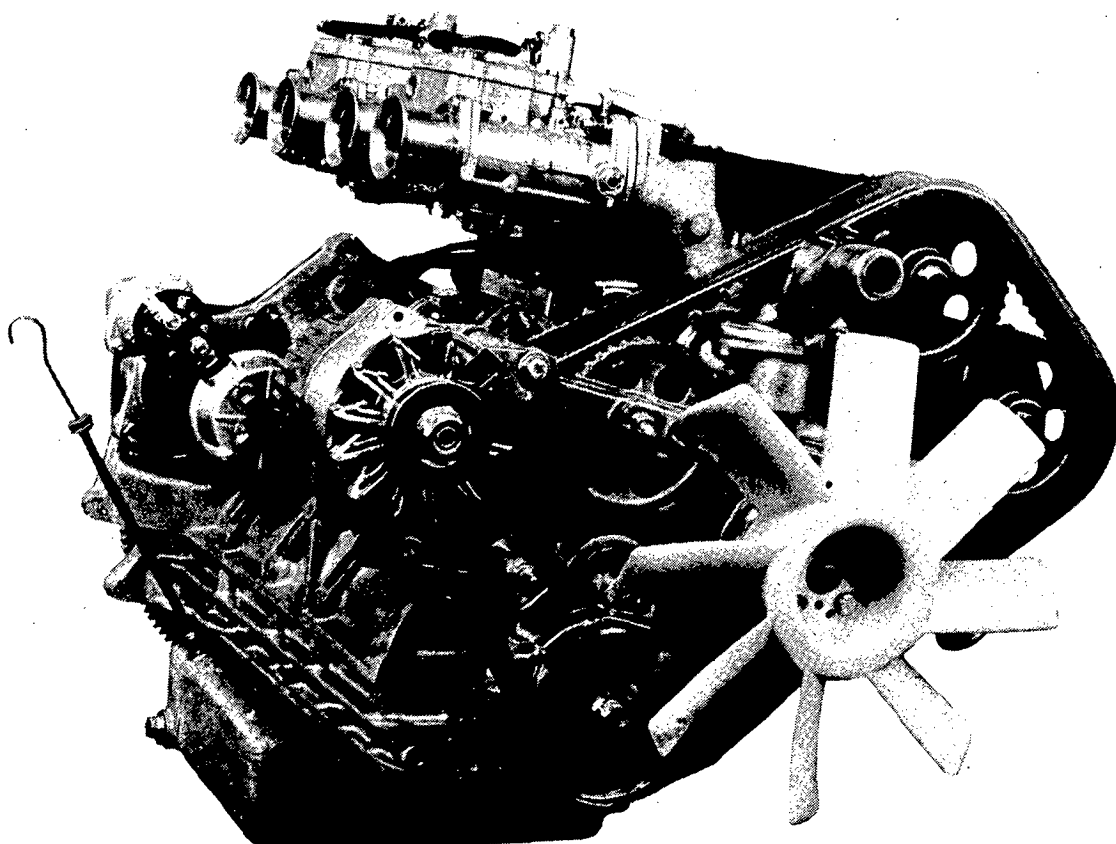


### ABSOLUTE POWER POLLUTES ABSOLUTELY

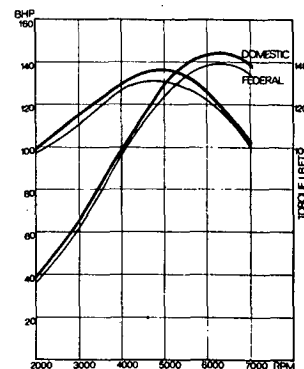
Two engines, two answers to the smog menace

Jaguar V12		Lotus 4
5300	Cubic capacity, cc	1973
9.0	Compression ratio, to 1	8.4
272/5850	Bhp (DIN)/rpm	140/6500
304/3600	Torque, lb ft/rpm	140/5000
51	Bhp/litre	70
680*	Dry weight, lb	275

\*The weight of the clutch is included in the Jaguar figure



Don't get us wrong about the comparison above. It's just that we can't help noting the differences in bulk, weight and efficiency in the only two all-new sporting power units the British industry is likely to see for a very long time. We are well aware that the Jaguar is capable of tremendous development and that the man who engineered the Lotus is at present back in Coventry doing just that small thing!



# LOTUS DEALER NEWS

ALL DEALERS

.31

Subject: Lotus Europa T/C- A/C

After many weeks of work, we are finally able to promise delivery of air conditioning in the very near future.


By the time you receive this I will have been in Miami visiting Coolairie. During this visit I hope to be able to assure approval of the design and place a firm order for ample units.

I am sincerely sorry for the delay in the development of the unit, but it is mandatory that the unit be absolutely of the best design with top performance and this promise I have received from Coolairie, and their engineers.

At the present, we have no firm price on the cost, so naturally we are unable to, at this time, even offer speculation on the installed price of the unit, but you may rest assured that the cost will be kept as low as possible in an attempt to undercut prices of our prime competition.(Porsch)

I will personally contact each and everyone of you the minute I have a delivery date from Coolairie for orders you may desire on the units.

Sincerely,  
Lotus-Mid-South. Inc.

  
Wayne A. Benton, Pres.

# LOTUS DEALER NEWS

August 18, 1972

Bulletin 32

Gentlemen,

In effort to further our backing of Lotus products, we have stood steadfast in our warranty coverage of units sold within our territory by our dealer net work.

Attached you will find a copy of a letter received this date from the factory which, I think, clearly shows our stand versus other distributors in the United States on the subject of warranty.

Sincerely,

Lotus Mid-South, Inc.

*Wayne A. Benton / E. P.*

Wayne A. Benton, Pres./E. P.

# LOTUS DEALER NEWS

#32

August 23, 1972

Subject: Europa Twin Cam Air Conditioners

All Dealers

Finally some long awaited news on the air conditioner.

At this time we are still not positive exactly what the dealer or installed prices will be, but every effort is being made to keep the prices just as low as possible.

Just yesterday, I was in Florida with the company testing the prototype unit, which cooled far above any of my expectations, and I think that all of you will be quite happy with the unit.

We have six (6) duct outlets into the passenger area, the normal vents on each side of the dash (2), on each side of the consol right at the dash (2) and small outlets onto the feet of the passengers (2). Giving a total of six outlets.

The compressor mounts on the left side of the engine between the engine and the battery, giving a very neat installation, and not getting into any service problems for the compressor, or engine. The belt drive for the compressor is driven by crankshaft pulley, over waterpump pulley to compressor. As a safety measure, a second groove on the crank pulley drives a belt directly to the second groove on the waterpump pulley.

The evaporator is mounted in the front tray area, taking up about 40% of the area, with ducts going to the center intake, and the opposite duct, with enclosed, pressurized air return through the rubber plug (normally plugged, but now open with A/C) in the center of the tray.

# LOTUS DEALER NEWS

August 25, 1972

.33

Subject: Receipt for authorization to return parts.

Effective this date, no parts will be accepted for return and credit without first a written request, followed by authorization from us.

Any part returned without authorization will be returned to you, postage or freight, COD.

Sincerely,

Lotus Mid-South, Inc.

*Wayne A. Benton*  
Wayne A. Benton, Pres.

# LOTUS DEALER NEWS

September 14, 1972

ALL DEALERS

.34

Subject: Predelivery Inspection

Attached you will find a copy of the required predelivery forms, which must be completed by you before delivery of the car for retail. (You have \$76.00 included on the sticker covering this work, plus the free inspections in the shop manual).

Make sure that each and every check is made on the car and corrected accordingly.

By properly performing this inspection, along with the check we have already performed, there should be no reason that 90% of the small complaints that accompany delivery of any new car, cannot be prevented, thereby, giving the Lotus customer a pleasure which he is not normally accustomed to in most new cars today.

This form will accompany each invoice, (2 sets) and after completing the inspection, return the original copy to us signed and dated, at the bottom of the second page.

REMEMBER!!!!

Quality is remembered long after the cost is forgotten.

Sincerely,

Lotus Mid-South, Inc.

  
Wayne A. Benton, Pres.



# LOTUS DEALER NEWS

#35

Subject: Outstanding dealer

To: All Dealers

I am personally taking this means as a public recognition of obvious outstanding dealer performance by :

Mr. David Bland  
of David Bland Lotus Cars, Austin, Texas

Every dealer should make every effort possible to treat each and every customer in the like manner that Dave does, and you will all have the very best walking advertisement possible.

You will recall that Dave also had two very excellent newspaper articles covering Lotus just recently, then followed with a letter from a happy owner, such as this, to the factory, I would not hesitate one minute to say that Dave knows "where it's all at" and "what the happening is" so, ALL of us should take a fresh look at ourselves and clean the "cob-webs" from our dealership with the hope to at least come close to Dave's performance.

AGAIN, KEEP UP THE EXCELLENT WORK DAVE, AND CONGRATULATIONS!

A handwritten signature in cursive script, likely reading "Wayne", is located at the bottom left of the page.

## 36,

to send your mechanic to N  
1. *James Hunter*

# LOTUS DEALER NEWS

.37

To: All Dealers

Subject: Special freight arrangements  
All 1972 Lotus


Effective, Saturday, October 14, 1972 Lotus Mid-South, Inc. will pay air fare, one way to New Orleans, (one ticket for one person for each car) on coach basis only. No first class tickets please, unless you care to pay the difference.

The cost will be determined by confirmation with whatever airline you travel, and upon confirmation of same a credit is issued immediately to your parts account.

True, the 73s are on the way soon, but we expect a price increase of several hundred dollars, plus additional weight increases to cover the crash requirements.

So, use this means as a leverage on freight cost and by informing the same (weight increase, \$ increase) to the customer, close the sale with a 1972 model.

Sincerely,



Wayne A. Benton, Pres.

# LOTUS DEALER NEWS

,38

Subject: Replacement of brake booster 'Y'

To: All dealers

Please change all 'Y' fittings on cars in stock, then as customers come in for service, replace same for the customer at no charge.

Refer to:

Lotus Service Bulletin

Class II

No. 1972/02

Date 21.07.1982

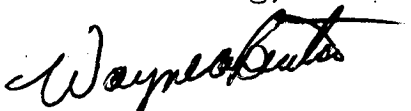
Please be notified to also make this change on the Elan +2 and Elan +2'S' 130 as they come in.

Action to take in replacement:

- 1) Remove the existing nylon 'Y' piece, part #050 J 6058 interconnecting the three vacuum hoses and discard.
- 2) Fit the new medal 'T' piece to connect the three vacuum hoses together and clip.

This is not a warranty item, and parts are supplied no charge to the dealer.

Good selling,



Wayne A. Benton, Pres.

# LOTUS DEALER NEWS

# 39

Subject: Complete engine/transmission warranty replacement

To: All Dealers/ Service Managers

Should you ever have cause for complete engine or transmission replacement under warranty, be sure to first contact Lotus Mid-South and, above all, do not completely disassemble the basic unit.

It is recognized that you must partially disassemble a unit in order to determine the extent of damage, but never proceed any farther than necessary.

In the case of an engine, first remove the oil pan, and if you cannot determine the extent, proceed to remove the valve cover, then if necessary, the head only.

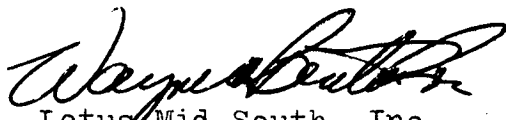
With the gearbox, remove from the car, open the split case and no further under any conditions.

If I am not in the office, leave word and I will return the call just as soon as possible, for we must make a complete report as to the cause plus extent of complete damage.

In the future if the above is not adhered to, you may not receive 100% warranty on an item that you might normally receive 100%.

The above will strictly be adhered to, so please do not tread on thin ice asking for trouble.

Best regards,



Lotus Mid-South, Inc.

Wayne Benton, Pres.

# LOTUS DEALER NEWS

#40

Subject: Warranty replacement, major component.

To: All Dealers

In relation to Bulletin #39, you will not be billed for complete component (trans, engine, etc.) unless we are not contacted before teardown, as per instructions in bulletin.

If you follow all steps as previously outlined, we will forward the complete unit to you, freight prepaid without charge. Upon completion of job, you submit the warranty for labor and we will add 10% parts handling at our end. Do not figure parts when you submit the claim, just enter the labor and do not total the claim. When you return, please be sure to send them (major components) freight collect.

With the above procedure, you can easily see where all procedures must be followed and it will greatly simplify the entire operation.

Again, the only parts we will accept freight collect, are major components replaced under warranty.

Best regards,

Lotus Mid-South, Inc.

A handwritten signature in cursive script, appearing to read "Wayne Benton".

Wayne Benton, Pres.

# LOTUS



## LOTUS MID-SOUTH, INC.

3835 AIRLINE HIGHWAY  
METAIRIE, LOUISIANA 70001 U.S.A.  
Telephone: Area 504-835-3171

To: All Sales Managers

Subject: Lotus Europa "Special" Prices as of Dec. 1, 1972

The following is the price structure for 1973 on the Lotus Europa Special. This model is available currently in all the basic colors, some new colors will be added in 1973.

	Dealer Cost	Suggested List
Lotus Europa Special w/5 $\frac{1}{2}$ J, alloy wheels, fitted w/Firestone	\$5,200.00	\$6,200.00

Optional Extras:

Five speed gearbox	\$ 240.00	\$ 250.00
Tinted glass all around	\$ 74.20	\$ 84.20
Tinted w/s only	\$ 55.65	\$ 65.65
Metalic Paint	\$ 72.00	\$ 80.00
Prep & Handling	\$ 85.00	\$ 85.00
Predelivery		\$ 76.00

The above are the basic car which you will sell to the public. As you are all aware, Lotus is running a Special issue JPS, in Black, with a special plaque bearing the number of the car. Along with this particular car you will receive a kit consisting of: one(1) rally jacket, a pair of cuff links and a key fob. Prices on this model are:

	Dealer Cost	Suggested List
Lotus Europa JPS Special	\$5,350.00	\$6,500.00

All of the above options are to be added to this price.

Then after the initial 100 cars presented as the JPS Special, you will have available later in the year a Black colored Europa with an additional price to the Basic car of:

Extra Dealer Cost for Black	\$100.00
Extra Suggested List for Black	\$200.00

Of course you are aware that the commemorative first 100 cars will hold a much higher resale value than a standard Europa in black, so most of you have expressed that you intend to either hold onto it for yourself or for showroom display. Currently we are informed that there will only be one JPS Special Europa available per dealer. If you have a customer

Not to buy one of the first 100, you may end up giving him your one and only car. Of course, there will be more black Europas, but they will not hold the esteem which the JFS Special has. These are decisions for you to make, and not me, so run your business as you desire, but do not expect more than one (1) JFS Special.

Yours very truly,

Lotus Mid-South, Inc.

A handwritten signature in black ink, appearing to read "Wayne Benton". The signature is fluid and cursive, with a large, stylized initial "W".

Wayne Benton, Pres.



# LOTUS DEALER NEWS

# 41

Subject: Price reduction on remaining 1972 cars

To: All Dealers

Be sure and get in on the extra profits in the remaining 1972 Lotus stock. These cars are priced, to you, \$200.00 under normal dealer cost.

To help you with over allowance, etc., on trade, the sticker prices are left at the normal full list price.

Currently, we have only the following left in stock, so be sure and order yours immediately before they are all gone.

Europa T/C-----	5
Elan +2 "S'-----	3
Elan S4-----	2

The above will be filled on a first come, first serve basis, so don't wait too long.

Also, a good selling aid, and point to help move the 1972 car (Europa T/C) is not only cost, but also the fact that the 1973 weighs about 293 lbs. heavier, with the same power, so some performance will be lost with the added weight.

Good selling,

Lotus Mid-South, Inc.



Wayne Benton, Pres.

# LOTUS DEALER NEWS

SERVICE BULLETIN - ALL DEALERS.

REFERENCE: COOLING SYSTEM THERMOSTAT.

ALL CARS DELIVERED DURING THE SUMMER MONTHS WILL BE DELIVERED TO YOU MINUS THE THERMOSTAT. YOU WILL FIND THE THERMOSTAT LOCATED IN THE GLOVE BOX SO THAT WHEN WINTER ARRIVES YOU WILL HAVE IT AVAILABLE TO INSTALL FOR PROPER OPERATION OF THE THERMOSTAT.

TAKE NOTE.....INSTALLATION OF THERMOSTAT IS NON-WARRANTY.

PLEASE ADVISE THE CUSTOMER OF SAME SO THAT WHEN WINTER ARRIVES THEY WILL BE AWARE OF THE SITUATION.

LOTUS MID-SOUTH, INC.

WAYNE A. BENTON, PRES.

# LOTUS DEALER NEWS

BULLETIN: LOTUS WORLD NEWSPAPER.

This date, we received the following from Lotus, which is self explanatory.

"It is intended to reintroduce the Lotus World newspaper in the near future. At the present time we are reviewing the format and costing of this publication, and are drawing up plans for the material that will become a regular feature in the new editions.

"As part of this, we will turn a large section over to dealer "news and views" since we feel that this is an ideal medium for dealers throughout the world in conjunction with the factory to tell others of interesting events and exchange ideas and problems.

"The new publication will be produced bi-monthly on the first of the respective months, and copies will be automatically sent out to you all.

"I therefore wish to receive from as many of you as possible recent news, events and stories relating to your operation for publication. You will, no doubt, appreciate that we may not be able to publish them all immediately, and if this situation arises, then material will be held over to the next issue when it should be included.

"It is felt that this news sheet can provide all of us with a form of communication not seen before within the Lotus organization, and providing we can all work and cooperate together, it should prove most beneficial to us all.

"I therefore look forward to receiving from you as many stories and articles as possible in the very near future. You will be advised of the first publication date within the next three to four weeks, and if any of you wish to place advertising material in the publication, rates can be supplied on application."

IN ORDER TO PROCESS YOUR MATERIAL WITHOUT LOSS AT THE FACTORY, PLEASE FORWARD ALL MATERIAL TO US AT LOTUS MID-SOUTH, INC., AND WE WILL IMMEDIATELY FORWARD IT TO THE CORRECT PARTIES.

LOTUS MID-SOUTH, INC.

WAYNE A. BENTON, PRES.

# LOTUS DEALER NEWS

# 42

Subject: European Delivery Purchase Lotus Europa T/C Special

To: All Dealers

The following prices became effective November 1, 1972 on all European deliveries.

<u>Lotus Europa Special</u>	4,785.60
-----------------------------	----------

Optional Extras:

Five-Speed Gearbox	276.00
Brand Lotus 5 $\frac{1}{2}$ J Alloy wheels, fitted	
Firestone tires	194.40
Tinted glass all round	67.20
Tinted windshield only	50.40
Metalic Paint (extra)	36.00
Parts List	12.00
Workshop manual with Twin Cam supplement	15.60

Factory Delivery Charges-Personal Export Scheme (be sure to figure on all orders)

Pre-delivery inspection, licence plates and petrol	43.20
Customs brokerage and documentation	16.80
F.O.B. delivery to docks (during or after collection from factory)	50.40

Road insurance (green card) should be obtained from your broker before collection.

Overseas touring kit can be supplied for all models from any authorised Lotus dealer.

Lotus reserves the right to change models, prices and specifications without notice.

Effective 1 November 1972

*Wayne Bentall*  
*Lotus Mid-South, Inc*

# LOTUS



## LOTUS MID-SOUTH, INC.

3835 AIRLINE HIGHWAY

METAIRIE, LOUISIANA 70001 U.S.A.

Telephone: Area 504-835-3171

# 43

Subject: Black Europa T/C Special

To: All Dealer Sales Managers

Limited supply of Black Specials are now on the water, and from all advance indications, the demand will far surpass the supply, so we are setting the following as a possible aid to be as fair as possible to all dealers.

1. Each dealer will be notified by registered, return receipt letter, of his initial car, ( so each dealer will have a chance for one car each), at which time you will complete the attached form and return to us within 5 days, either accepting or rejecting the order.

2. Thereafter orders will be allotted according to post mark date on the envelope. At that time, should you desire more than one (1) unit, copies of the signed order must accompany the order for unit #2,#3, etc. on that particular order.

In your sales presentation, do not push the black as it is a special commemorative issue, and only a set number will be built, so rather than push the black, go easy on black, and push all the other colors.

Good selling,

Lotus Mid-South, Inc.

  
Wayne Benton, Pres.

# LOTUS DEALER NEWS

# 44

To: All Dealers

Subject: Europa T/C Air Condition

Celebrate!! We have finally received a definite delivery date from Coolair on the air conditioners.

Due to production limitations, the supply will be short in the beginning so please send in your basic needs immediately so we can fill orders on an equal allotment basis.

Do Not Delay---for if we have not heard from you by January 10, 1973, on orders we will allot the units among existing written orders received by that date.

Also, as of the first of the year, cars will be available from Lotus Mid-South, Inc. with air installed by us.

Cost on the units you you will be \$435.00 FOB New Orleans, not installed. If you want the unit installed by us, \$515.00 with a suggested list of \$560.00 to the customer.

Again, do not delay in getting your written orders in,---we want to help you in everyway possible, but for at least three (3) months, supply will be limited-----So come on and get those written orders in.

Good selling in '73,



Wayne Benton

# LOTUS DEALER NEWS

# 45

To: All Dealers  
Attn: Parts Managers  
Subject: Parts Manual Listing Error

Please immediately correct your Europa Twin Cam Manual  
part # A074T0325Z as follows:

PLATE BA 2

REF# BA 17

Change A050B6190Z to read A050B6183

Be sure and correct this so your orders will be promptly  
completed.

Good selling,

Lotus Mid-South, Inc.

  
Wayne Benton, Pres.

# LOTUS DEALER NEWS

# 45

To: All Dealers

Subject: "Lotus Esprit"

There has been much press interest lately in the "Lotus Esprit". Very little is publically known about the car presently--in fact, we have received no acknowledgement on the car other than.....

"The Lotus Esprit--design exercise only--on show at Turin"

From other sources we have received the two attached pictures along with the following information:

Ital Design displayed a completely new fiberglass body for the mid-engined Lotus Europa, produced in close cooperation with the British company and is named Esprit. The wedge profile traces a smooth line from the flat nose over the windshield drastically sloped at 71 deg, then continuing over the near-flat roof and down along the gently-tapered tail.

Sides are sculpted with full-length waist-high flutes ending in vestigial spoilers at the rear. Standing a mere 42.8 in. (1088mm) high, the car is seen as a likely addition to the Lotus model range. It is said to comply with both European and American safety regulations.

Now you know just as much as we about what's coming. We will keep you fully abreast of what's happening, as we receive some "leak information" on it.

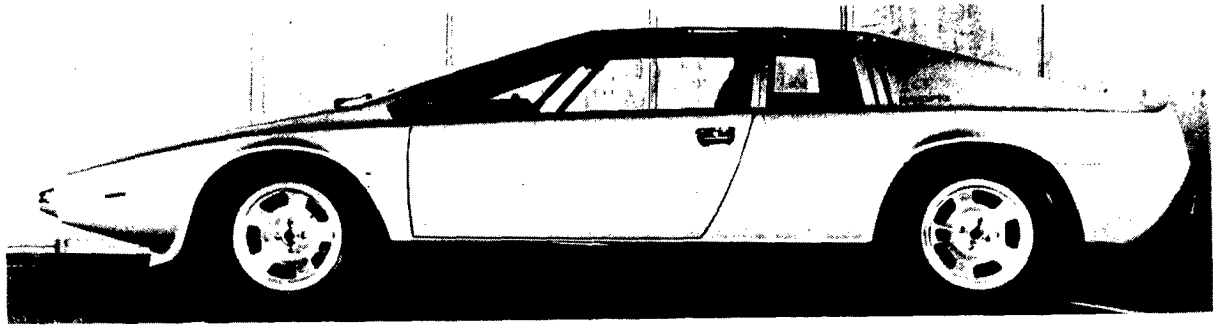
But from all present information, it looks that it will be only a "design exercise".

Good selling in '73,

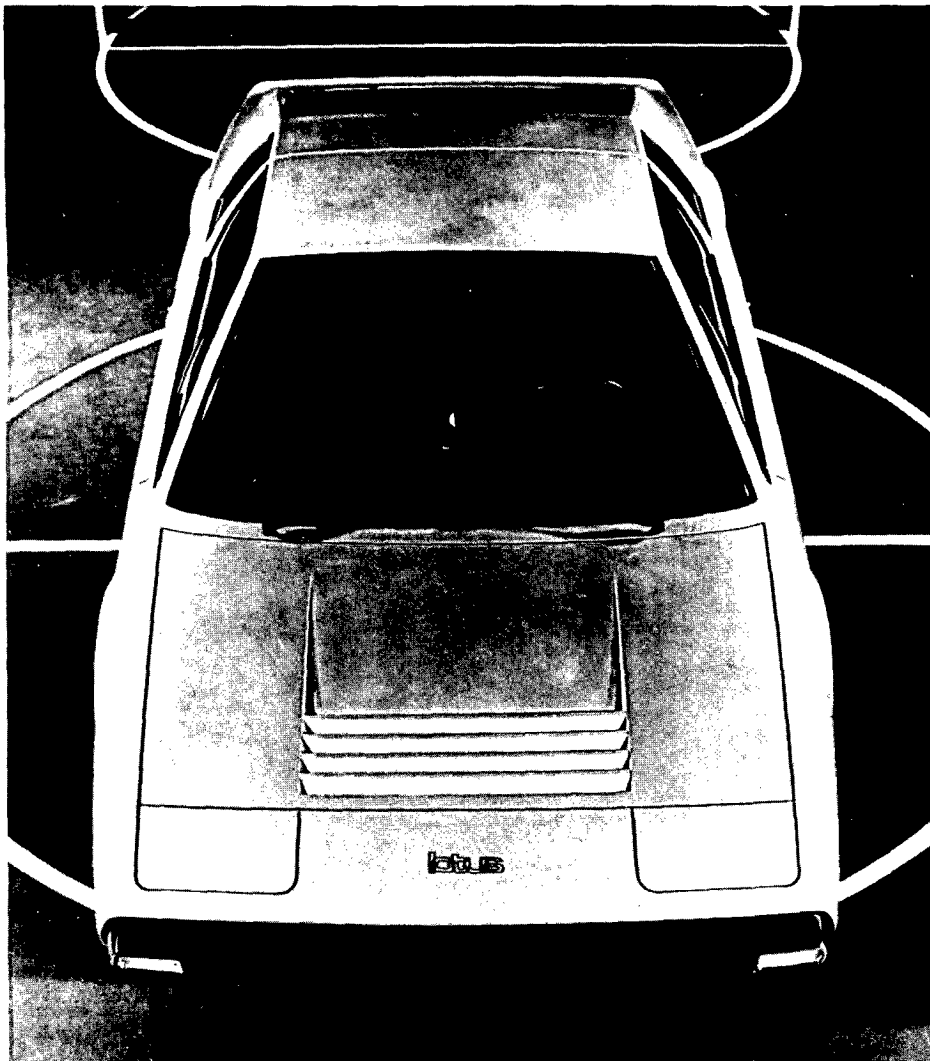
Lotus Mid-South, Inc.

*Wayne Benton*  
Wayne Benton, Pres.





Barely 3½ ft (123 mm) high, the Lotus Esprit has Europa mechanicals with a body by Ital Design.



The Lotus Esprit – design exercise only – on show at Turin

# LOTUS DEALER NEWS

January 3, 1973  
# 46

To: All Parts Personnel  
Subject: Back Orders

Due to many mix-ups in the backorders, where you the dealer refuse shipments due to time lag in receiving the parts on backorder, we are as of the above date changing the company policy to:

BACKORDERED ITEMS THAT ARE NOT RECEIVED WITHIN 45 DAYS MUST BE REORDERED BY YOU BEFORE SHIPMENT FROM LOTUS MID-SOUTH, INC.. in other words, if we are unable to fill your order within 45 days, we will consider the order cancelled unless you submit a second order.....or when you receive your backorder notice, immediately notify us that the order is to be considered a firm order. In this case, we will continue to hold the order until receipt of part, at which time it will immediately be forwarded to you, non returnable.

It is regretfull that these actions must be taken, but many of you state that you have items on backorder, which we have absolutely no record of or, after receiving the parts, you are requesting to return them because of time delay.

By the above actions, it will save you freight/postage charges in both directions, plus the agrivation and time involved in the present system.

Your attention on all future order/shipments/ backorder notices, will greatly be appreciated and should make for a much better business relationship.

Also, when submitting parts orders, please address them c/o Parts Department so as to speed the interoffice process here at Lotus Mid-South, Inc.

Yours truly,

Lotus Mid-South, Inc.



Wayne Benton, Pres.

# LOTUS DEALER NEWS

# 47

To: All Service Personnel

Subject: TWIN CAM SERVICE PROCEDURES

It has just recently been called to our attention at Lotus Mid-South, Inc., that there are quite a few warranty claims for broken, leaky valve cover gaskets and/or leaking cam seals.

This is mainly due to improper handling of said parts in the service department, therefore, will no longer be regarded as a warranty item.

If you should remove a cam cover, damage the gasket, or improperly align the cover, you will cause a severe oil leak around the cover edge.

Also, if the cover is improperly aligned, you will twist the oil seal for the cam "out of round", therefore also causing a severe oil leak situation.

In the future, please make certain that the cover gasket is not damaged when removing the cover, if so, replace it and charge accordingly to the customer. And above all make sure that the cam seal is not misaligned when you replace the cover.

This situation has been called to our attention by numerous reports of leaks from one dealer, and then the very next dealer, selling/servicing and equal amount of cars, with no oil leak problems at all. So, this stands to also back our statement of improper service in the field causing most of the oil leaks associated with the cam cover and seal.

Thank you for your attention.

Lotus Mid-South, Inc.



Wayne Benton, Pres.

# LOTUS DEALER NEWS

Do Get This Information To Your Sales Staff

## (I) EUROPA T/C SPECIAL :

	<u>COST</u>	<u>RETAIL</u>
Base	\$5,200. <sup>00</sup>	\$6,346. <sup>20</sup>
Prep. & Dock	\$ 85. <sup>00</sup>	\$ 85. <sup>00</sup>
DEALER PREDELIVERY		\$ 76. <sup>00</sup>
5-SPEED GEAR-BOX	\$ 240. <sup>00</sup>	\$ 250. <sup>00</sup>
TINTED GLASS	\$ 74. <sup>20</sup>	\$ 84. <sup>20</sup>

### RADIO SYSTEMS (INSTALLED):

AM	\$ 110. <sup>00</sup>	\$ 150. <sup>00</sup>
AM-FM	\$ 150. <sup>00</sup>	\$ 190. <sup>00</sup>
AM-FM STEREO	\$ 195. <sup>00</sup>	\$ 239. <sup>00</sup>
AM-FM STEREO 8-TRACK	\$ 235. <sup>00</sup>	\$ 289. <sup>00</sup>
AM-FM STEREO CASSETT	\$ 235. <sup>00</sup>	\$ 289. <sup>00</sup>

(NOTE:)

(AM & AM-FM RADIOS HAVE ONLY ONE SPEAKER  
ALL STEREO RADIOS, TWO SPEAKERS WITH BALANCE CONTROL)

METALIC PAINT	\$ 72. <sup>00</sup>	\$ 80. <sup>00</sup>
BLACK PAINT	\$100. <sup>00</sup>	\$ 200. <sup>00</sup>
AIR CONDITIONING (INSTALLED)	\$515. <sup>00</sup>	\$ 560. <sup>00</sup>

ABOVE COSTS ARE F.O.B. NEW ORLEANS.

## II) PARTS DEPARTMENT F.O.B. PRICES :

	<u>COST</u>	<u>RETAIL</u>
AM RADIO	\$ 27.87	\$ 44.95
AM-FM RADIO	\$ 67.87	\$ 94.95
AM-FM STEREO RADIO	\$ 91.34	\$ 129.95
AM-FM 8-TRACK STEREO RADIO	\$134.39	\$ 169.99
AM-FM CASSETT TAPE STEREO RADIO	\$134.39	\$ 169.99
SPECIAL POWER-PULL ANTENA	\$ 7.70	\$ 9.25
ANTENA INSTALLED	\$ 14.50	\$ —
FACE PLATE FOR RADIO	\$ 2.25	\$ 3.00
BEST AVAILABE DOOR SPEAKER (EACH)	\$ 10.62	\$ 13.69
AIR CONDITIONING UNIT (TWIN CAM & SPECIALS ONLY)	\$435.00	\$560.00

WE AT LOTUS MID-SOUTH ARE HAPPY TO SAY THAT PRESENTLY WE ARE HOLDING OUR PRICES DURING THE DOLLAR DEVALUATION ----LATER CIRCUMSTANCES MAY REQUIRE A PRICE INCREASE BUT PRESENTLY THERE WILL BE NO INCREASE.

# LOTUS DEALER NEWS

1-5-73

# 48

TO: ALL DEALERS

SUBJECT: PRICE CHANGES-----MORE PROFIT

Your attention is called to the following price changes, which allow you, the dealer, more profit to play with, whereas the cost remains the same as in your latest price listing.

**(A)** LOTUS EUROPA SPECIAL <sup>\$</sup>1,146.20

w/5½ J. Alloy wheel fitted with wide tires

	Dealer Cost	Suggested List
Base	\$ 5,200.00	\$ 6,345.20
5 Speed	240.00	250.00
Prep & Dock	85.00	85.00
Predelivery		75.00
	<u>5,525.00</u>	<u>6,757.20</u>

This gives you an increase from \$ 1,000.00 to \$ 1,146.20, or an increase of \$ 146.20 profit in the car.

Prices on the JPS Europa Special are as follows:

**(B)** LOTUS JPS EUROPA SPECIAL, IN BLACK

w/5½ J. Alloy wheels fitted with wide tires & JPS Special Kit

	Dealer Cost	Suggested List
Base	\$ 5,350.00	\$ 6,645.20
5 Speed	240.00	250.00
Prep & Dock	85.00	85.00
Predelivery		75.00
	<u>5,675.00</u>	<u>7,057.20</u>

Then after the initial 100 cars presented as the JPS Special, you will have available later in the year a black colored Europa, with a base price of

Dealer Cost	Suggested List
\$ 5,300.00	\$ 6,400.00

All of the options and add ons must be added to these prices.

We have a great year ahead, in fact, many of you have already placed more orders in the last 5 weeks than you placed in the last previous 5 months, so this shows what we all have in store ----- profits and plenty of them.

Good selling,

Lotus Mid-South, Inc.

A handwritten signature in cursive script, appearing to read "Wayne Benton, Pres.", written in dark ink.

Wayne Benton, Pres.

# LOTUS DEALER NEWS

# 49

January 18, 1973

TO: ALL DEALERS

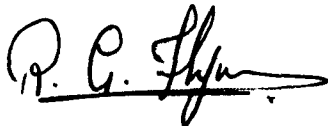
SUBJECT: THERMAL SWITCH CONNECTIONS-----NEW EUROPAS

It has been found that the electrical connections to the Thermal Switch on the radiator are vibrating loose causing the fan to cut out with the consequent overheating of the engine.

The remedy is to crimp the plug in type connectors with a pair of pliers. A small amount of silicon rubber cement (i.e. bathtub caulk) smeared over the reconnected terminals gives added safety.

PLEASE CHECK ON ALL CARS

Lotus Mid-South, Inc.



Roger G. Flynn  
Service Manager

# LOTUS DEALER NEWS

# 50

\*\*\*\*\* PLEASE PRESERVE THESE BULLETINS FOR FUTURE REFERENCE \*\*\*\*\*

To: All Southwest Region Lotus Dealers  
From: Max Summerville  
Date: February 5, 1973

Subject: MAJOR PROBLEMS DEVELOPING FROM DEALER AIRPORT PICK UP AT  
NEW ORLEANS

Gentlemen:

WE regret to inform you that our popular method of picking up Lotus cars at "Park-and-Fly" across from the New Orleans International Airport, must be discontinued effective immediately upon receipt of this bulletin.

There are four (4) dominant reasons why we can no longer continue this practice as in the past:

- (A) Our insurance company has informed us that this type of arrangement creates a secondary location, after hours movement of vehicles, along with other technical conditions. We are informed that a "binder" on each car must be arranged in advance as well as complete details of each move from our plant. As you know, we must comply with their requests.
- (B) "Park-and-Fly" doesn't like the "confusion" of adding additional services to their established pattern of business, and we get that "We don't like to but o.k." thing now and then..
- (C) Two of our vehicles have received scratches, chips, and other type damages that were not present when the vehicle left Lotus Mid-South, Inc. plant lot. These we later re-imbursed under warranty to the dealer.
- (D) And last, ~~our~~ staff is small and the only time a vehicle delivery is possible to the airport is after regular business hours which normally run 10-12 hours per day, six days per week, and some Sundays also.

Our business hours are 8a.m.-6p.m., and 9:30a.m.-4:00p.m. on Saturdays. We wish to establish these as dealership pickup hours on all LOTUS cars at our New Orleans Plant. Should you find these hours impossible to meet---and must pick a car up at "Park-and-Fly",----- a fee of \$25.00 per car shall be assessed.

These fees are necessary to cover:

- (A) Insurance binder for 24 hours
- (B) Gas to and from the airport for two vehicles (one for return of driver to plant)
- (C) Fees for drivers of two vehicles

We're sure this change will not be a major problem to your dealership, and hope to see you often here at LOTUS MID-SOUTH headquarters.



# LOTUS DEALER NEWS

# 51

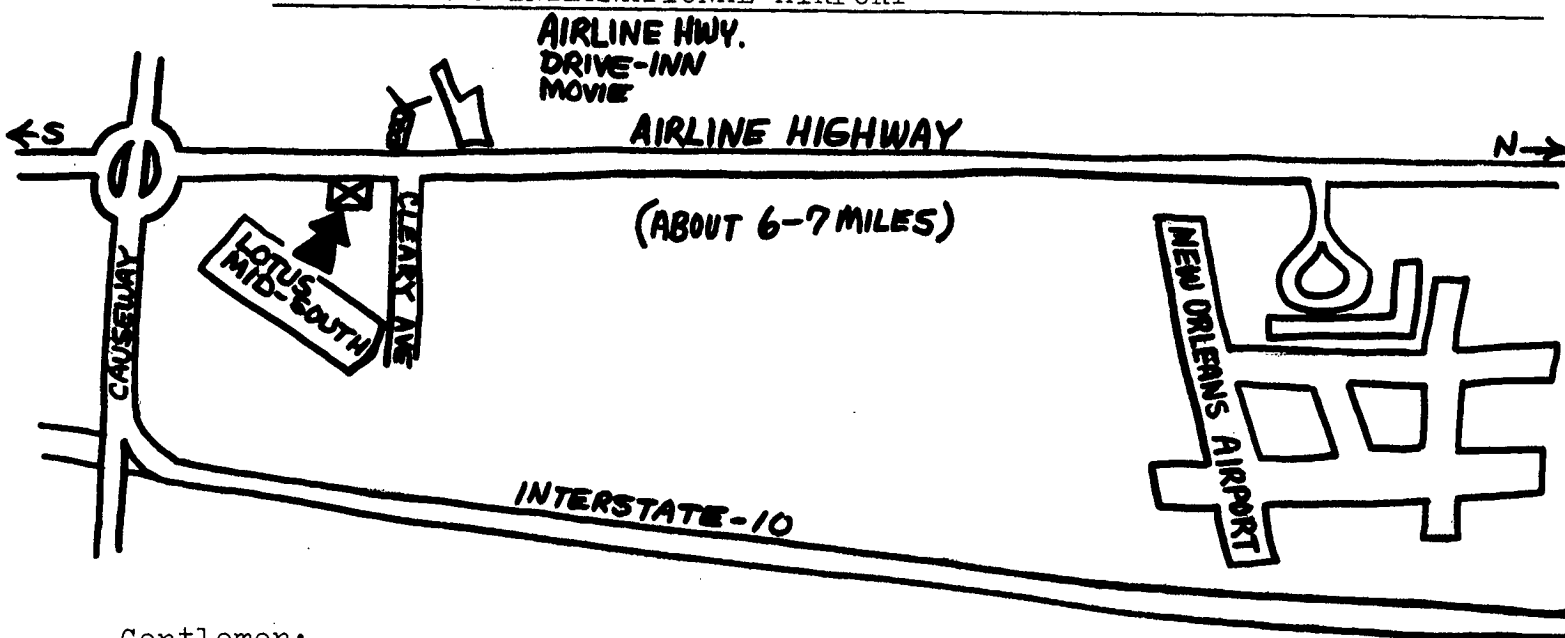
\*\* \*\* \* PLEASE PRESERVE THESE BULLETINS FOR FUTURE REFERENCE \*\* \*

To: All Southwest Region  
LOTUS Dealers

From: Max Summerville

Date: February 2, 1973

Subject: DIRECTIONS TO LOTUS MID-SOUTH, INC. PLANT AND SHOWROOM FROM  
NEW ORLEANS INTERNATIONAL AIRPORT



Gentlemen:

As much as we would like, it has become impossible to meet you or your agents at the Greater New Orleans International Airport. However, the New Orleans Bus System runs a bus every quarter hour from the airport to downtown New Orleans.

There is a bus stop directly across the street from our showroom and plant. The cost of the trip is only 20¢ (one must have exact change).

We're sure you will agree this to be most accommodating. Simply board the bus on the top floor ramp (directly over the luggage pick up area on the ground floor). If you ask the driver he'll let you know when you get to our front door. We're one block from the Airline Drive Inn Theater. That's 3835 Airline Highway in Metairie part of the highway.

We hope to have you down soon for a visit.

Respectfully,

G. Max Summerville II

# LOTUS



## LOTUS MID-SOUTH, INC.

3835 AIRLINE HIGHWAY

METAIRIE, LOUISIANA 70001 U.S.A.

Telephone: Area 504-835-3171

#52

YOU MUST TAKE IMMEDIATE ACTION ON THIS BULLETIN\*\*\*\*\*

To: All Southwest Region Dealers and their agents  
From: Wayne Benton  
Date: February 5, 1973

Subject: YOUR PERSONAL INVITATION TO ATTEND A MOST IMPORTANT  
MEETING WITH COLIN CHAPMAN AND LOTUS CARS LTD. BOARD OF  
DIRECTORS

Gentlemen:

Colin Chapman, whose influence of the world of motor sport has been greater than that of any other man during the twentieth century, very possibly will be in New Orleans, Louisiana on February 22, 1973 to meet with you, and your agents(manager, sales manager, or who ever you desire).

Along with Mr. Chapman will be his lovely wife, and the Lotus Board of Directors.

A special meeting is to be at the Marriot Hotel on the above date, 9a.m.-3:30 or 4:00p.m. Lunch will be served.

As you know, there is an N.A.D.A. Convention February 17-21, so plans can be arranged quite easily.

Lotus has made some major breakthroughs for 1973, and sales are increasing rapidly. You and your staff will not want to miss this meeting, so be a part of the Lotus success in 1973 by attending.

Please notice the attached form as it is most important that you R.S.V.P.

Also, some of you will want to pick up cars to drive back, so it is most important that we receive confirmation as soon as possible, also with 1st, 2nd, and 3rd choice of colors.

Respectfully,

Lotus Mid-South, Inc.

Wayne Benton

P.S. Mardi Gras Season is setting in to New Orleans with the big day March 6, 1973. Should you need overnight accomodations you must make them immediately. There is a standing policy with New Orleans hotels that during peak seasons they will not accept reservations without a deposit.

Date: \_\_\_\_\_

Yes \_\_\_\_\_/ No \_\_\_\_\_ Someone from this dealership will  
attend the meeting.

Name (s) \_\_\_\_\_

Dealer Name \_\_\_\_\_

Yes \_\_\_\_\_/ No \_\_\_\_\_ We (will \_\_\_\_/ will not \_\_\_\_ ) be driving  
a car away from New Orleans.

If yes, state color choices:

1st: \_\_\_\_\_

2nd: \_\_\_\_\_

3rd: \_\_\_\_\_

RETURN THIS TO LOTUS MID-SOUTH, INC. IMMEDIATELY.

MAKE YOUR RESERVATIONS NOW AS HOTEL SPACE IS FILLING QUITE RAPIDLY

# LOTUS DEALER NEWS

\*\* \*\* \*\* \*\* PLEASE PRESERVE THESE BULLETINS FOR FUTURE REFERENCE \*\* \*\* \*\* \*\*

#53

To: All Southwest Region Lotus Dealers

From: Max Summerville II

Date: February 2, 1973

Subject: STATE OF LOUISIANA TEMPORY MARKERS FOR NEWLY PURCHASED VEHICLES

Gentlemen:

We have been notified by the Louisiana State Motor Vehicle Division, that it is illegal to "loan" out a temporary marker( white paper license plate), to anyone. This includes dealers or their agents.

As you are aware we here at Lotus Mid-South Inc., have on many occassions loaned these license tags to those who left there legal ones behind. Each state has its own rules about this and the state of Louisiana is beginning to crack down, therefore, we must ask you to be sure and bring dealer transport tags when picking up vehicles.

We are subject to inventory by said division at any time and must account for each issued marker not on hand.

Thank you for taking note of this bulletin.

Respectfully,

G.Max Summerville II

# LOTUS DEALER NEWS

February, 1973

During our dealer meeting February 23, Lotus Mid-South announced a parts return program, which allows you to return obsolete and special ordered parts. Your account will be credited for 100% of your cost. No handling will be charged, although the shipment has to be returned freight prepaid, of course.

Please make sure that all parts are in new and unused condition, and in original boxes where ever applicable.

Any parts that are sent back, but are dirty, appearing used or damaged and not in original boxes, or purchased from another distributor are not eligible for return, and will be returned to you at your expense.

We hope that this new expansion in parts policies will be beneficial to your dealership and enable you to give better service to your customers.

Attached are the dates for your parts return schedule. No other dates can be substituted for your scheduled ones.

Yours very truly,

Lotus Mid-South, Inc.

# LOTUS DEALER NEWS

# 54  
February 9, 1973

To: All Dealers

Subject: Change of Radio Supplies

We have changed from Audiovox radios to Panasonic in order to give a better radio to the consumer. The cost on the radios will remain fixed as previous, but the radio is supplied with only one (1) speaker.

Therefore, should you desire radios installed by Lotus Mid-South, Inc. they will be installed with one speaker only. Should the dealer or customer desire a second speaker you will have to splice into the wiring harness and install second speaker in your dealership shop.

We are sorry, but we cannot install the second speaker at our shop any longer, and this must be performed at your dealership, at your cost, should you desire same.

Best regards,

Lotus Mid-South, Inc.

A handwritten signature in cursive script, appearing to read "Wayne Benton".

Wayne Benton, Pres.

# LOTUS DEALER NEWS

# 55  
February 12, 1973

To: All Dealers

Subject: Change in date of Dealer Meeting

Due to circumstances beyond everyone's control the Dealer Meeting which was set for Thursday, February 22, 1973, must be changed to Friday, February 23, 1973. This has been necessitated by conflicting dates with factory personnel.

Present from the factory will be:

Dennis Austin -----Board Member

Roger Putnam -----Export Manager, U.S. Market

John Kelley -----Parts Controller

From all indications, this will be a most interesting and informative meeting from many aspects. Be sure and attend this meeting for it will be affecting all of us directly in our marketing for many years to come.

Very truly yours,

Lotus Mid-South, Inc.

*Wayne Benton, Pres.*  
Wayne Benton, Pres.

*(Shea Fogel)*

# LOTUS DEALER NEWS

#56

February 12, 1973

To: All Dealers

Re: Engine and Transmission Warm-up

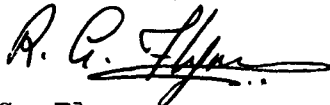
Gentlemen:

Due to a spate of transmission part failures will you please stress to customers the importance of proper warm up procedures ie: warm up to 50 or 60 c. in neutral gear, clutch engaged.

This is particularly important in this cold weather.

Thank you,

Lotus Mid-South, Inc.



Roger G. Flynn  
Service Manager



# LOTUS DEALER NEWS

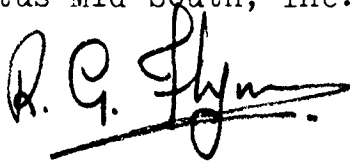
# 57  
February 26, 1973

To: AL DEALERS

Subject: EXHAUST GASKETS

Lotus Mid-South, Inc. now has in stock a batch of special exhaust flange gaskets (manifold to downpipe) made to overcome the problems of leaking flanges. These may be ordered under part number LMS 74ROCC1. Dealer cost is ~~\$1.00~~ each and suggested list is \$ 1.25 each. An initial batch of six (6) gaskets is being supplied free of charge.

Lotus Mid-South, Inc.



Roger G. Flynn  
Service Manager

# LOTUS DEALER NEWS

# 58

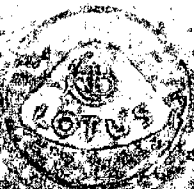
March 7, 1973

To: All Dealers

Subject: National Advertising

We are budgeting \$ 49,745.40 minimum for national advertising in the coming year. Below you will find the magazine, month and size ad. Be sure and tie your advertising around these as we are doing everything possible to give you good national coverage.

March 1	<u>Road and Track,</u> full page
	<u>Rec. Travel and Sports,</u> full page
April 1	<u>Motor Trend,</u> full page
May 1	<u>Road and Track,</u> full page
	<u>Private Pilot,</u> $\frac{1}{2}$ page
June 1	<u>Road and Track,</u> full page
	<u>Yatching,</u> $\frac{1}{2}$ page
	<u>Motor Trend,</u> full page
July 1	<u>Road and Track,</u> full page
	<u>Yatching</u> $\frac{1}{2}$ page
	<u>Rec Travel and Sports,</u> full page
August 1	<u>Private Pilot,</u> $\frac{1}{2}$ page
	<u>Motor Trend,</u> full page
Sept. 1	<u>Road and Track,</u> full page
	<u>Motor Trend,</u> full page
	<u>Rec. Travel and Sports,</u> full page
Oct. 1	<u>Motor Trend,</u> full page
Nov. 1	<u>Road and Track,</u> full page
	<u>Private Pilot,</u> $\frac{1}{2}$ page
Dec. 1	<u>Motor Trend,</u> full page



# LOTUS DEALER NEWS

NORWICH NORFOLK NORWICH Telephone: Wyandham 444  
Telegram: Cable: Lotus Norwich Telex: No. 2740 (Lotus) Norwich

March 8, 1973  
# 59

To: All Dealers

Subject: European Delivery

On: Lotus Europa Special

Effective March 8, 1973, the following prices apply to the Lotus Europa Special, with pick up at the factory in Norwich, England.

Should your customer desire pick up elsewhere, please advise him that delivery is available in some certain spots but the exact cost is a negotiated item for each case. So do not encourage pick up anywhere but at the factory, but if the customer should insist, contact us and we will do our best to assist you as much as possible.

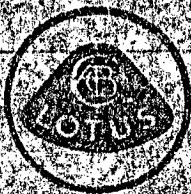
Europa Special	\$ 4,994.72
Metallic Color	37.20
Black Paint	100.00
5 Speed Gearbox	285.00
5½ J Alloy wheels, fitted w/ wide tires	200.88
Tinted Glass All Around	69.44
Tinted Windshield Only	52.08
Delivery Charge	43.20
Custom Brokerage, etc.	16.80

Be sure to get a 1st., 2nd., and 3rd. color choice and all orders must be paid in full to Lotus Mid-South at least 30 days prior to customer's departure from the U.S.

In figuring the cost, always be sure to figure Delivery Charge (43.20) and Customs Brokerage (16.80) on every order.

Submit all orders on the Overseas Delivery Purchase Order form, (sample attached) completed in its entirety, retaining dealer copy for your file and forwarding the distributor and factory copy to us, signed by the purchaser along with a check for \$500.00. When you submit the final payment, in full (30 days before departure) deduct \$500.00 from the balance and forward us the difference. The \$500.00 is your commission for being polite to a customer and filling out a few simple forms. That's easy money, no matter how you look at it. Good Selling,

Lotus Mid-South, Inc.  
*Wayne Benton*  
Wayne Benton, Pres.



# LOTUS DEALER NEWS

NORWICH NORFOLK NOR-92W Telephone: Wymondham 2413  
Telegrams & Cables: Lotus, Norwich Telex No. 77401 (Lotus, Norwich)

March 16, 1973  
# 60

## NEW WARRANTY FORMS

To: All Dealer Principals  
Dealer Service Manager

Attached you will find a sample of our new warranty forms (Service Manager attached one (1) full pad) which must be completed as follows:

Dealer Claim #	This is your numerical number which you care to use in your system, but <u>all</u> claims must have a number
Date Submitted	Date that you are typing the claim for mailing
Serial#	Serial number of vehicle. Last four digits plus alphabetical classification Sample-----1231R
Delivery Date	Date the vehicle was delivered to customer
Date of Repair	Date which the customer brought the vehicle in for service
Repair Order #	Number of repair order on which the customer authorized repairs. Copy of this <u>signed</u> repair must accompany claim, if not the claim will be returned to you for the signed order. So be sure and attach all required forms. This saves us time and gets you your money quicker
Customer	Retail pruchaser of car, showing <u>full</u> complete address including phone number and area code
Servicing Dealer	Your company's full name and address
Selling Dealer	If sold by you place the word " SAME" in this area. If not, place entire name and address of dealer. <u>Remember</u> , if the car was sold outside of Lotus Mid-South territory, ( La., Miss., Ark., Tex., Okla., Kan., Colo., and N.M. ) you must have the customer pay you, according to warranty procedures, then he forwards a copy of our claim with repair order attached to the distributor which he bought the car through.

Problem 1,2,3. In these areas give a complete description of the problem then list flat rate operation numbers and description in flat rate manual necessary to repair, along with the flat rate time. ( Each sheet allows you three (3) problems.) Be sure that you insert total labor and total parts necessary in each problem. Should you not have enough room in the area, continue on the back side of claim

Parts used Remember, no claim will be honored without return of parts unless you receive an authorization from either Mr. Wayne Benton or Mr. Roger Flynn, and if so, a copy of authorization must be attached to the claim  
 Under problem number, simply place the problem number above, that the part was used in correction  
 Part number-- in the column list the complete part number  
 Description-- this is the description as described in the parts manual, not the name your mechanic or parts man happens to decide to name it  
 Dealer cost--- this is your cost from us  
 % Handling-- figure 20% mark-up from your cost and insert same here  
 Warranty price--- the total of dealer cost, plus holding for each item. Again should you need additional space, use the back of the claim form

Total Labor This is the total labor covering all problems on this claim ( maximum of three (3) per claim for the one (1) vehicle covered)

Total parts The total of warranty price on all parts used in this claim covering one (1) vehicle

Total Claim Total of two above items

Do not Write below this area so this is for our processing of your claim. When you receive your warranty payment check this portion will be completed and the last copy of claim will have our check attached for the correct total of claim.

Be sure that you do not process work for more than one vehicle on each claim.

Should you have more than three problems with one vehicle, use a second set of claims and use a dealer claims numbering system of 1-a, 1-b, 1-c, etc. Then attach all claims together with your one copy of the repair order.

Remember, be sure to complete the form in its entirety and make sure you have either an authorization not to return the parts with the claim ( if this is the case, you must keep the parts for inspection by us on our next visit) or that the parts are returned with the claim. If not we will return the claim to you for proper processing.

I feel that if you will properly process the new form the claim will be able to be processed much quicker, thereby getting you reimbursed for your cost in warranty just as soon as possible.


Remember all warranty claims must be processed to us no later than 30 days after repair. If you delay longer you are gambling on the possibility that your claim might be refused, particularly should you continually take advantage of submitting late claims.

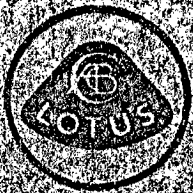
Also, all claims must be submitted with original and three carbon copies.

Be sure to sign each claim as indicated before submitting.

Best regards,

Lotus Mid-South, Inc.

  
Wayne Benton, Pres.



# LOTUS DEALER NEWS

NORWICH NORFOLK NOR 32W Telephone Wymondham 2113  
Telegrams & Cables Lotus, Norwich Telex No. 97401 Lotus Norwich

March 16, 1973

# 61

To: All Dealers

Subject: REGISTRATION OF SALE

The same day you deliver a new Lotus to the retail customer you must perform the following and see that it gets mailed immediately.

- 1) Complete the registration of sale in the service voucher book plus;
- 2) Fill out the registration of sale card (2) and return both copies to us.

The above must be sent to us immediately without delay so that warranty files may be posted. Should you not submit a card and then file a warranty claim, the claim will be refused.

So be sure and process the above forms (3) immediately and return to Lotus Mid-South, Inc.

Good selling,

Lotus Mid-South, Inc.

Wayne Benton, Pres.

# LOTUS DEALER NEWS

March 19, 1973

# 62

To: All Service Managers

Re: Bulletin # 57

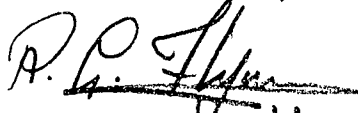
## IMPORTANT NOTICE

Please refer to the above bulletin wherein we advised replacement of the exhaust flange gasket which we sent to you no charge.

However we omitted to advise you that when you replace the gaskets you also MUST change the existing brass nuts for steel nuts, using star lock washers.

Make sure all service personel are informed about the above.

Lotus Mid-South, Inc.



Roger G. Flynn  
Service Manager





# LOTUS DEALER NEWS

NORWICH NORFOLK NOR 97W

Telephone: Weymouth 4111

Telegrams & Cables: Lotus, Norwich. Telex No. 97101 Lotus, Norwich

March 26, 1973

Bulletin # 63

Ref: Brand Lotus Engine Oil

We have just received today, Brand Lotus Engine Oil. This oil has been especially formulated to Lotus specifications and is designed to aid the engine under extreme conditions, fight rust, wear, carbon deposits and bearing corrosion. Plus it protects the anti-pollution devices, helping to minimize 'smog' emissions. At the same time it prolongs engine life by helping prevent the formation of acid, sludge, varnish and other harmful deposits.

This accessory is the perfect item to sell to the Lotus owner both over the parts counter and through your shop. The customer will fully realize that he is receiving the required protection to enforce his warranty, as the container has the Lotus 'logo' in the familiar Lotus Black and Gold with the Brand Lotus logo on the back. Containers are 5.54 litres (one Imp. gallon) with a resealable top so the customer may buy a container for his boot, and top up as necessary without wasting oil. Prices on this fine accessory is \$5.00 per Imp. Gal., with the normal 30% discount. It is suggested that you order in a small quantity and see just how well it moves, before stocking heavily.

Good selling,

*Wayne A. Benton*  
Wayne A. Benton, Pres.

# LOTUS DEALER NEWS

April 6, 1973  
# 64

To: All Service Managers  
Subject: Center-Lock Wheel Nuts

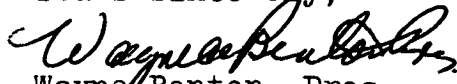
An error has been brought to our attention regarding the Torque Loading given in both the Elan and Elan+2 Workshop Manuals for center-lock wheel nuts.

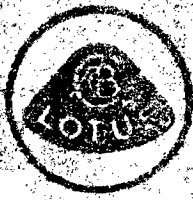
This should read:

Wheel nuts (octagonal), steel or alloy 200-220 lbs. ft.  
(27.65-30.42 kg. m.)

The information published in Owner's Handbooks is correct.

Yours sincerely,

  
Wayne Benton, Pres.



# LOTUS DEALER NEWS

NORWICH, NORFOLK, NOR 6242 Telephone: Wymondham 3441  
Telegrams: C. 101 Lotus, Norwich

MAY 11, 1973

TO: ALL DEALERS

SUBJECT: 1973 EUROPA T/C SPECIAL PRICES

AS OF SERIAL NUMBER 3294R ON, PRICES ON LOTUS  
EUROPAS WILL BE AS FOLLOWS.

	\$ COST	\$ RETAIL
BASE	\$5,566.00	\$6,712.20
PREP. & DOCK FEES	85.00	85.00
DEALER PREDELIVERY		76.00
FIVE (5) SPEED GEARBOX	240.00	250.00
TINTED GLASS	74.20	74.20
METALIC PAINT	72.00	80.00
BLACK PAINT	100.00	100.00
AIR CONDITIONING (INSTALLED)	515.00	560.00

PRICES ON RADIO SYSTEMS BOTH INSTALLED AND THROUGH THE  
PARTS DEPARTMENT REMAIN THE SAME. IT IS REGRETFULL THAT  
THE PRICE INCREASE WAS NECESSARY, WE HELD OUR PRICE LONGER  
THAN COMPETITION, AND HAVE GENERALLY HELD THE PRICE INCREASE  
LOWER THAN COMPETITION. BEARING THIS IN MIND, WE STILL  
HAVE A TREMENDOUS SALES EDGE OVER COMPETITION.

GOOD SELLING,

*Wayne A. Benton*  
WAYNE A. BENTON, PRES.

# LOTUS DEALER NEWS

May 15, 1973

# 65

To: All Lotus Mid-South, Inc. Dealers

Subject: Verbal Warranty Authorization Code Number

Effective May 15, 1973, all verbal approvals for warranty repair must receive a verbal warranty authorization code number.

This number must appear in the upper right section of the warranty claim form.

Lotus Mid-South, Inc.

  
Wayne Benton

# LOTUS DEALER NEWS

May 15, 1973

# 66

To: All Lotus Mid-South, Inc. Dealers

Subject: Car Vibrations

All of us have experienced to one extent or the other, complaints of car "shimmy" or vibration. Many dealers have been attributing all complaints to tire balance plus tires "out of round".

In further investigation we have found that most of the complaints have not been resolved through balancing, truing, or replacement of tires, all of which has been performed on several cars to no avail.

In contacting the factory we are informed that the factory is aware of the situation and have traced the problem to the new type gearbox mount.

With the extended chassis, plus the new type gearbox mount, a "torque vibration" is being transmitted to the chassis which is felt throughout the car, including the steering wheel, giving all indications of tire area problems, but in reality, generating from the rear of the car.

The problem is, we have horizontal mounts absorbing a vertical torque load, thereby transferring the torque vibration to chassis.

As stated, the factory is well aware of the problem, plus where it is generated and will advise us the minute a suitable remedy has been developed and tested.

So, in the meantime, please relay this information to your customers experiencing these vibrations and ask that they bear with us until such time as we can properly correct the problem.

Balancing and truing of tires will not correct the problem, so make no effort to act along those lines.

# LOTUS DEALER NEWS

MAY 17, 1973

# 67

TO: ALL DEALERS

SUBJECT: EUROPEAN DELIVERY PRICE CHANGES

THE FOLLOWING PRICES REPLACE EDP PRICE LISTING OF  
APRIL 2, 1973.

DURING APRIL PHASE TWO OF THE BRITISH GOVERNMENT'S  
PRICES AND INCOME POLICY CAME INTO EFFECT AT WHICH  
TIME ALL COMPONENT SUPPLIERS WERE ALLOWED TO IN-  
CREASE THEIR PRICES WITHIN CERTAIN LIMITS. THIS,  
TOGETHER WITH THE RECENT INCREASE IN THE COST OF  
STEEL, CAUSED BY COMMON MARKET POLICY CONCERNING  
STEEL PRICES WITHIN THE COMMUNITY, HAS MEANT THAT  
WE AT LOTUS MID-SOUTH, INC. HAVE HAD OUR PRICE STRUCTURE  
REVISED BY THE FACTORY, AND THEREFORE MUST INCREASE  
PRICES ON EUROPEAN DELIVERY CARS AS OF MONDAY,  
MAY 14, 1973.

LOTUS EUROPA SPECIAL	\$5,425.00
OPTIONAL EQUIPMENT	
Five Speed gearbox	340.00
Brand Lotus 5 $\frac{1}{2}$ J Alloy Wheels	202.50
Tinted glass all around	70.00
Tinted windshield only	52.50
Metallic paint	37.50
FACTORY DELIVERY CHARGES	
Pre-delivery inspection, license plates and gas	45.00
Customs brokerage and documentation	17.50
F.O.B. delivery to docks (during or after collection from factory)	52.50

Road insurance (green card) should be obtained by your  
customer before departure from the U.S., but no later  
than collection from the factory. Lotus reserves the  
right to change models, prices and specification without  
notice.

Good selling,

*Wayne A. Benton*  
Wayne A. Benton, Pres.

# LOTUS DEALER NEWS

June 18, 1973

Bull. #68

REF: EPA MILEAGE TEST

TO: ALL LOTUS MID SOUTH, INC. DEALERS

I WILL START BY QUOTING THE LAST PARAGRAPH FROM THE LETTER ATTACHED.

"I feel sure that you will be able to make use of this information in your sales closing situation and in local advertising and P.R. schemes you may be organising in the immediate future."

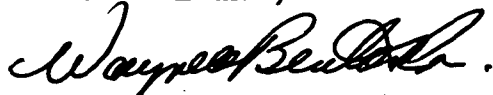
ATTACHED YOU WILL FIND A COPY OF ADVANCE SECTION OF THE ABOVE COVERING THE EPA RATING RELATING TO THE LOTUS EUROPA T/C AND LOTUS EUROPA EUROPA SPECIAL.

IF YOU SHOULD USE THIS TO IT'S FULLEST EXTENT IN ON YOUR SALES FLOOR, YOU WILL SURELY FIND THAT IT IS OF UTMOST INTEREST TO YOUR CUSTOMERS.

THIS IS A GREAT RATING FOR THE EUROPA, AND IF YOU NOTE WE EXCEED PRACTICALLY ALL HIGH PERFORMANCE CARS THAT ARE OUR COMPETITION, PLUS, WE ALSO EXCEED MANY CARS THAT ARE CONSIDERED ECONOMY CARS AND SELL FAIRLY CLOSE TO OUR PRICES.

WE WILL SHORTLY FOLLOW UP ON THE MILEAGE RATING WITH PERFORMANCE COMPARISON OF THE LOTUS EUROPA VERSUS ALL CARS LISTED ON THE RATING WHICH WE COMPETE WITH.

GOOD SELLING,



WAYNE A. BENTON, PRES.



# LOTUS DEALER NEWS

NORWICH NORFOLK NORWICH

LOTUS NORWICH

Telegrams & Cables: Lotus, Norwich. Telex: NORWICH LOTUS NORWICH

June 26, 1973

Bullitin # 73

To: All Dealers

Subject: Exide Battery Follow-up

I have received, yet another letter from Mr. F.L.Huttlin, of ESB Brands, Inc. (Exide Battery manufacturer for U.S.)

Following are excerpts from his letter of June 4, 1973:

"Firstly, we should advise you that the Exide battery from England is not our battery and the Chloride Battery Company in England is not affiliated with ESB, the maker of Exide in the U.S. These are two separate companies."

"Secondly, we have an agreement with the Chloride Company in England where we will handle their initial equipment battery adjustments where we have a comparable battery to fit the application and where we have a servicing distributor of Exide or Willard batteries in that area."

From the foregoing, you can see that progress is also being achieved in this area as well as with Dunlop, so I urge you to politely make your area Exide or Willard representative aware of the statement by Mr. Huttlin, National Service Manager of ESB Brands, Inc., Cleveland, Ohio.

Again, as with the Dunlop situation, please keep me fully abreast of happens in your area, and what outcome comes about from your contact.

With both areas, (Dunlop & Exide) should you have additional problems in settlement of claims, be sure to supply me with names, addresses, pros and cons, position of person and dates of contact with that person or persons so we may follow through to the national companies.

*Wayne A. Benton*  
Wayne A. Benton, Pres.





# LOTUS DEALER NEWS

NORWICH NORFOLK NOR 92W

Telephone: Weymouth 3411

Telegrams & Cables: Lotus, Norwich Telex No. 97401 Lotus, Norwich

June 27, 1973

Bullitin # 74

To: All Dealers

Subject: Dunlop Tire Warranty

In our continued effort to arrange proper coverage for dealers and consumers on the Dunlop Tires supplied as original equipment on the Lotus Europa T/C, I have met recently with Mr. Tom Pastuszek, Terriroy Manager with Dunlop Tire and Rubber Company (Corporation).

June 8, 1973, Mr. W.B.C. Evans of Dunlop Tire and Rubber Corp. in Buffalo, N.Y. wrote me a letter stating:

"We can assure you that we have a clear program with all our dealers to look after adjustments on all Dunlop tires, whether domestic or imported, and that the great majority of our accounts have some experience in dealing with tires fitted as original equipment to imported cars."

In closing his letter Mr. Evans stated that he would have a representative contact me, who is the Mr. Pastuszek mentioned above.

In meeting with Mr. Pastuszek, he has assured me, as stated in a previous bullitin from us, that they want to correct the problems, plus, he gave me the following information which should help you whenever your local Dunlop representative states he has no knowledge of the tires.

In fact, in my office, he showed me both the Jan.1, 1973 and March 5, 1973 Import Tire Price Catalogue which listed the tires being available in the U.S.

Very possibly the term "Formular Seventy" confuses the local representative, the company description of the tire type is listed as.....CB 73 Tire.....so maybe if you contact your local rep for Dunlop, this will aid him in locating the proper tire.

Of interest, our two tires are also listed as being original equipment on both the Datsun and Capri, so by polite nudging of your Dunlop rep, maybe you can get him to order tires needed for adjustment in your area.

Please be sure and keep me fully informed of progress and names if you run into additional problems.

  
Wayne A. Benton, Pres.



# LOTUS DEALER NEWS

# 75

JUNE 26, 1973

TO: ALL LOTUS MID SOUTH, INC. DEALERS

SUBJECT: EUROPA T/C DASH PADS

ALL DEALERS HAVE TO SOME EXTENT EXPERIENCED DASH PADS ON THE LOTUS EUROPA TWIN CAMS PULLING AND TUCKING AWAY FROM THE WINDSHIELD AREA, EXPOSING THE UNDERLAY OF THE DASH, AND IN GENERAL, PRESENTING A VERY UNPLEASANT SIGHT FOR THE CAR.

WE HAVE CONSTANTLY BEEN TESTING AND TRYING TO FIND A WAY TO CORRECT THE PROBLEM, WE KNOW THE CAUSE, BUT THAT DOESN'T ALTER THE FACT THAT WE HAVE CARS IN THE FIELD THAT HAVE A PROBLEM.

IN NEW ORLEANS, WE HAVE RECENTLY BEEN USING THE FOLLOWING ADHEASIVE WITH QUITE GOOD RESULTS. IF YOU CHECK WITH YOUR LOCAL AUTO PARTS SUPPLIERS, YOU WILL FIND THE ITEM, BUT SHOULD YOU NOT.....CONTACT US AND WE WILL SHIP SAME TO YOU.

LOCTITE-----PART NUMBER 9413

## REPAIR:

In the area where the dash is pulling away from the windshield, remove the rubber gasket from the area, (temporarily only, replacing after the repair) place a small amount of adhesive along the protruding edge of fiberglass, which protrudes just below the glass, (or, onto the edge of the dash pad), and immediately press the dash pad onto the adhesive, holding in place approximately 1 minute, then reinstall the rubber gasket.

## WORD OF CAUTION ! ! !

Do not let the glue get onto your fingers, as it can glue your fingers together before you realize what has happened, and you will require a razor blade to cut through the glue, (and possibly some of your skin) in order to free yourself from yourself!!

Wayne A. Benton, Pres.



# LOTUS DEALER NEWS

NORWICH NORFOLK NOR 00W

Lotus Cars, Ltd. 1973

Telegrams & Cables: Lotus, Norwich. Telex No. 97101 Lotus, Norwich

June 26, 1973

#76

TO: ALL LOTUS MID SOUTH, INC DEALER NETWORK

SUBJECT: FACTORY TRAINING IN NEW ORLEANS

DATE: JULY 23, 1973

ON JULY 23, 1973 THERE WILL BE A FACTORY INSTRUCTOR IN NEW ORLEANS HOLDING SCHOOLING ON THE NEW LOTUS TWO LITRE ENGINE.

AS IN THE PAST, SCHOOL WILL BEGIN QUITE EARLY WITH THE IDEA THAT YOUR PERSONEL ATTENDING WILL BE FINISHED EARLY ENOUGH TO GET WELL OUT OF TOWN ON THE WAY BACK TO YOUR DEALERSHIP BEFORE TOO LATE.

ALL DEALERS REQUESTING A DRIVE AWAY CAR FOR YOUR PERSONNEL TO DRIVE BACK FROM NEW ORLEANS WILL BE REIMBURSED FOR THE PRICE OF AIRLINE TICKETS (CLASS Y) FROM YOUR LOCAL AIRPORT TO NEW ORLEANS, PLUS THE DRIVE AWAY WILL BE FULLY TOPPED WITH GAS FOR THE RETURN.

EXAMPLE: If you send two men to school, order only one car, we will pay the ticket for one man (not both), in other words, one airline ticket for each car picked up after the school.

I REALIZE THAT THIS IS SOMEWHAT OF A SHORT NOTICE, BUT THE SCHOOLING IS NECESSARY, AS NONE OF US HAS HAD ANY EXPERIENCE WITH THE NEW ENGINE, THEREFORE THE MORE YOUR MEN KNOW OF THE ENGINE, THE LESS HEADACHES YOUR SHOP WILL HAVE WITH THE NEW ENGINE. VERY SHORTLY YOU WILL BE RECEIVING PHOTO COPIES OF THE NEW ENGINE, WHICH YOU WILL AGREE, AFTER STUDYING THE SHEETS, THAT IT IS ENTIRELY NEW TO WHAT WE HAVE BEEN HAVING AND ALSO NEW TO MOST OF YOUR SHOPS.....SO MAKE EVERY EFFORT POSSIBLE TO HAVE YOUR MEN ATTEND THE SCHOOLING.....AT LEAST ONE FROM EACH DEALER SHOULD ATTEND.

WAYNE A. BENTON, PRES.



# LOTUS DEALER NEWS

NORWICH NORFOLK NOR 92W

Telephone: Wymondham 3111

Telegrams & Cables: Lotus, Norwich. Telex No. 97101 Lotus, Norwich

June 26, 1973

BULLITIN #77

TO: ALL DEALERS:

SUBJECT: ADVERTISING

FOLLOWING IS THE COPY OF OUR NATIONAL AD WHICH WILL APPEAR IN THE SEPTEMBER ISSUE OF ROAD & TRACK. THIS WILL BE A FULL PAGE AD WITH A PICTURE OF THE JPS GRAN PRIX ACROSS THE TOP, WITH THREE (3) VIEWS OF THE LOTUS EUROPA SPECIAL ALONG THE LEFT OF THE COPY. YOU SHOULD TRY AND TIE YOUR LOCAL ADVERTISING IN WITH THE COPY OF THIS AD, AND REAP THE ADDED BENIFITS FROM OUR NATIONAL EFFORT.

"In April of this year Lotus became the all-time grand prix winner with 50 victories, surpassing Ferrari. For Emerson Fittipaldi it was his third win of the year and his ninth since joining Colin Chapman and his Lotus team in 1970. Last year Fittipaldi and his John Player Special captured the World Championships in an unprecedented record in the annals of Grand Prix racing. A living legend.

"For 1973 Colin Chapman, Lotus team owner/designer, has engineered and built a new Lotus.....the Europa Special. A street-legal sports car, unmistakably Lotus.

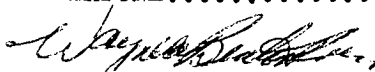
"The Europa's engine is located behind the driver where grand prix cars have it. And the Special's power-to-weight ratio offers sports car enthusiasts the closest performance to a racing sports car you can buy.

"In results recently released by the Environmental Protection Agency the Lotus Europa Special averaged 25.2 miles per gallon, making it the most economical sports car available in this country.

"For 1973 the Europa Special is available with a 4 or 5 speed gearbox. The new 5-speed box gives a remarkable increase in peak performance at lower revs. In addition to the normal range of colors, Specials are being produced for this country in the World Championship Team colors of Black and Gold.

"Be a part of a living legend----drive a Lotus at a dealer near you."

THIS AD SHOULD GENERATE EVEN MORE DRIVE TO THE ALREADY SKY ROCKETING OF SALES, THEREBY GENERATING EVEN MORE PROFIT FOR EVERYONE.....GOOD SELLING.

  
Wayne A. Benton, Pres.



# LOTUS DEALER NEWS

NORWICH NORFOLK NORFOLK

Telegrams & Calls to the News

## P.2

The NHTSA does not accept these arguments. The provisions for alteration of vehicles, like the larger certification scheme of which they are a part, are intended to reflect the realities of manufacture and distribution. It is a fact that the substitution of tires by a dealer takes place in a fraction of all vehicle sales. Moreover, a large proportion of the components that are in fact frequently altered at the dealer level are directly affected by standards: Mirrors, Tires, reims, lighting addessories, bumper guards and attachments, windshield wipers and washers hubcaps and wheel nut, seatbelts and interior components such as air conditioners or radios that come within the head impact area, to name a few. If these items were not included in the concept of readily attachable components, for which an alteration label is not required, it is safe to say that virtually every dealer in the country would be affixing labels to many of the vehicles he sold.

It was not the intent of this agency to create such a manifold expansion of labeling requirements. The altered-vehicle label is designed primarily to reach those cases where a completed vehicle is significantly altered, in a manner, and with components, not provided by the original manufacturer. The substitution or addition of parts such as tires, rims and mirrors is a routine aspect of typical vehicle distribution systems, and the cost burden of affixing a permanent label to the vehicle has not been found to be justified in that situation. For these reasons the language of the regulation has in these respects been retained as proposed.

The requirement to keep a vehicle in conformity to the standards and the weight ratings applies throughout the chain of distribution regardless of any labeling requirements, and this agency has no intent of downgrading the importance of that requirement. The comments did reveal a justifiable concern of manufacturers for situations where the vehicle might be altered, as by substitution of tires, in a way that its stated weight ratings are no longer valid. Also, there may well be cases where a customer wants a vehicle to have lighter components for its intended purpose, and would accept its intended purpose, and would accept lowered weight ratings. To deal with these cases, language has been added to 567.6 and 567.7 and 568.8, to require the affixing of an alteration label whenever any type of alteration is made that would invalidate the stated weight ratings.

American Motors and Jeep argued that requiring alterers to certify conformity discriminates against manufacurers' dealers. They pointed out that dealers, who generally alter vehicles before sale, are required to maintain conformity, while aftermarket installers of equipment, because the additions they make are to "used" vehicles, need not. They suggested that "special add-on accessories" be excepted from the requirements, that a new category of "special motorized equipment" be created to which some of the standards would not apply, that equipment standards be issued to cover aftermarket installers, and that highway safty program standards prohibit the alteration of vehicles such that they would not conform to the standars. These comments are not, in the view of this agency, within the scope of the rulemaking. Requests of this nature should be submitted as petitions for rulemaking, with supporting data, in accordance with the procedures of 49 CFR, part 553.

British Leyland suggested that an exemption to the labeling requirements be made for persons installing accessories which the original vehicle manufacturer makes available, and whose installation he knows will not affect vehicle conformity.

(cont.)



# LOTUS DEALER NEWS

NORWICH NORFOLK NOR 92W

Telex No. 97101 Lotus, Norwich

Telegrams & Cables: Lotus, Norwich

Bulletin # 78

July 2, 1973

To: All Lotus Mid South, Inc. Dealers

Subject: NHTSA, DOT (Docket # 72-27; notice 2)

CERTIFIED MAIL

The following is taken in its entirety from "Federal Register, Vol 38, No. 117-Tuesday, June 19, 1973 for your general information, please read and retain for future reference.

Part 567---Certification      Part 568--Vehicles Manufactured in two (2) or more stages      Certification and Labeling of Altered Vehicles

This notice establishes certification and labeling responsibilities for persons who alter "completed vehicles" after their certification as conforming to applicable motor vehicle safety standards. The requirements are based on those proposed in a notice of proposed rulemaking published Oct. 25, 1972 (37 FR 22800).

Under the new requirements, a person who alters a completed vehicle, other than by the attachment, substitution, or removal of "readily attachable components," will be required to ascertain conformity to all applicable standards as of any date between the manufacture date of the completed vehicle and the manufacture date of the altered vehicle. That person will be required to affix a label (leaving the certification label in place) that identifies the alterer, the date of the alteration, the date as of which conformity is determined, and any changes the alteration produces in either gross weight ratings or vehicle classification. A person who does not alter the vehicle, or who adds, substitutes, or removes only readily attachable components will be required to leave the certification label in place, but will not be required, unless the alteration invalidates the stated weight ratings, to provide an additional label. Distributors who do not alter the vehicle, or who alter it using only readily attachable components and do not invalidate the stated weight ratings, will meet the certification requirements by leaving the certification label in place. The requirements will place persons who alter completed vehicles on the same basis as final stage manufacturers, by allowing the former to choose as the date by which vehicle conformity is determined any date between the date on which the completed vehicle is manufactured and the date on which the vehicle is altered. Under previously existing statutory and regulatory provisions, alters of vehicles were required to use only the date of completion of the altered vehicle as the date by which conformity could be determined.

General Motors, Truck Body & Equipment Association, and Stutz Motor Car of America supported the proposal without qualification. Other comments generally approved the proposal with some suggested changes.

Several comments argued that the limiting concept of "readily attachable components", the addition, removal, or substitution of which does not create a requirement to affix a label, should not include "mirrors or tire-and-rim assemblies", as the language appears in 567.6 and 567.7 and 568.8. It was argued that these items directly affect the vehicle's conformity to the standards or the weight ratings, and should therefore not be alterable without, in effect, a recertification by the alterer. It was variously suggested that explicit inclusion of these items as examples of readily attachable components might cause a safety problem, a false certification, or a misleading of persons such as dealers as to their responsibilities under the act and the standards.



# LOTUS DEALER NEWS

NORWICH NORFOLK NORWICH NORFOLK NORWICH NORFOLK NORWICH NORFOLK  
Telegrams & Cables: LOTUS NEWS, LONDON, ENGLAND

The NHTSA expects that most accessories meeting this description will be readily attachable within the sense of the regulation, and no further labeling in these cases will be required. It should be noted that the category of "readily attachable components" cannot be sharply defined, and in any marginal case the NHTSA will accept the reasonable judgment of the parties concerned, especially where the original manufacturer and the alterer are in agreement. In cases where components of this type are not found to be readily attachable, the burden on the alterer to determine that the alteration does not destroy conformity is minimized, leaving him with essentially no more than the attachment of the alterer label.

Certain comments pointed out that while proposed 567.7 and 568.8 are not limited in their application to distributors, that limitation had been retained in 567.6. The comments suggested that, as 567.7 and 568.8 applied to dealers, 567.6 should likewise so apply. The substance of the suggestion has been adopted in the final rule, by modifying 567.6 to apply to any person.

The Recreation Vehicle Institute (RVI) suggested that manufacturers of completed vehicles be required to supply a document when requested by a vehicle alterer, similar to that provided finalstage manufacturers, that advises alterers how to achieve or retain conformity. This suggestion has not been adopted. If a vehicle manufacturer wishes to provide information on the alteration of his vehicles, he of course may do so. Once a completed, certified vehicle has been produced, however, the NHTSA does not believe it reasonable to require manufacturers to provide persons who might alter that vehicle with additional certification information. The requirement to provide information concerning incomplete vehicles (pt. 568) is founded on the fact that an incomplete vehicle manufacturer has marketed his vehicles with the express intent of having them completed by other person. This is not the case with completed vehicles.

RVI also suggested that the regulation specifically provide that alterers be allowed to base their conclusions as to conformity on the original certification. The NHTSA does not consider such a provision to be meaningful. The extent to which the alterer's conformity assurance may be based on the original certification depends entirely on what the alterer does to the vehicle, which is a fact peculiarly within his knowledge.

Certain comments suggested that compliance with the requirements be permitted before the specified effective date. The NHTSA believes this request to be meritorious. Alterers will be able to conform to existing requirements or to those issued by this notice at any time up to the effective date.

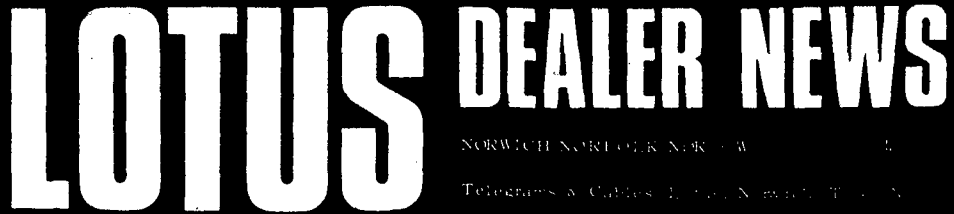
Effective date: February 1, 1974. However, persons who alter vehicles may at any time before that date conform to the provisions issued in this notice in lieu of existing provisions of 49 CFR Parts 567 and 568:

In light of the above, the following amendments are made to 49 CFR Parts 567 and 568.

1. Section 567.6 is amended, and a new 567.7 is added to read: 567.6 REQUIREMENTS FOR PERSONS WHO DO NOT ALTER CERTIFIED VEHICLES OR DO SO WITH READILY ATTACHABLE COMPONENTS. A person who does not alter a motor vehicle or who alters such a vehicle only by the addition, substitution, or removal of readily attachable components such as mirrors or tire and rim assemblies, or minor finishing operations such as painting, in such a manner that the vehicle's stated weight ratings are still valid, need not affix a label to the vehicle, but shall allow a manufacturer's label that conforms to the requirements of this part to remain affixed to the vehicle. If such a person is a distributor of the motor vehicle, allowing the manufacturer's label to remain affixed to the vehicle shall satisfy the distributor's certification requirements under the act.

567.7 REQUIREMENTS FOR PERSONS WHO ALTER CERTIFIED VEHICLES.

A person who alters a vehicle that has previously been certified in accordance with 567.4 or 567.5, other than by the addition, substitution, or removal of readily attachable components such as mirrors or tire and rim assemblies, or minor finishing operations such as painting, or who alters the vehicle in (cont.)



As stated, the above is in it's entirety from the Federal Register, Vol 38, No.117-Tuesday, June 19, 1973, and it provided for your general information. Very little of the foregoing pretains to any dealer, unless you should take it upon yourself to perform major modifications to the Federal model of the Lotus. As you can see, this does not pretain to any accessories, such as radios, air conditioners, etc., unless they are intalled in a location which would become, or fall under, the location of "head impact area", which if you use the authorized accessories, installed according to instructions supplied by Lotus Mid-South,inc., their suppliers, or the Lotus factory they would not be in "head impact area." But of prime importance is the fact to those who might undertake a major change or improper installation of an accessory, then you must again refer to the above to ascertain that you are meeting all required federal regulations.

Wayne A. Benton, Pres.





# LOTUS DEALER NEWS

NORWICH NORFOLK NOR 97W

L 1000 1000 1000 1000

Telegrams & Cables: LOTUS, NORWICH. T. 1000 1000 1000 1000

July 3, 1973

Bullitin # 79

To: All Dealers

Subject: Europa T/C Alternators

IN NEW ORLEANS, WE HAVE FOUND QUITE A FEW INOPERATIVE ALTERNATORS AND AFTER FULLY CHECKING EACH CASE, HAVE NOTED THAT THE PROBLEM LIES NOT WITH THE ALTERNATOR, BUT RATHER WITH THE "PLUG CONNECTOR" TO THE ALTERNATOR.

YOU WILL NOTE A 10 GAUGE WIRE INTO THE REAR OF THE ALTERNATOR CONNECTED BY A "L" CONNECTOR. NORMALLY THE WIRE IS A MEDIUM BROWN WITH AN IVORY OR WHITE STRIPE, SOMETIMES A YELLOW STRIP, BUT THIS IS THE ONLY WIRE INTO THE ALTERNATOR THAT IS THIS LARGE. (IN OTHER WORDS, THE LARGEST WIRE CONNECTED TO THE ALTERNATOR) THE PROBLEM, WE HAVE DISCOVERED, IS A POOR CONTACT IN THE PLUG, WHERE EITHER THE SOLDER IS NON EXISTING OR THE CLAMP TO THE PLUG IS ONTO THE INSULATION RATHER THAN THE WIRE.

CORRECTION OF THIS FAULT IS TO DISASSEMBLE THE PLUG, AND REPAIR THE CONNECTOR. TIME ALLOWANCE, IF THE UNIT IS STILL UNDER WARRANTY IS 40 Minutes, NO ADDITIONAL TIMES ARE ALLOWED UNDER WARRANTY UNLESS YOU ARE GIVEN A WARRANTY AUTHORIZATION VERBALLY BY LOTUS MID SOUTH, INC.

  
WAYNE A. BENTON, PRES.



# LOTUS DEALER NEWS

NORWICH NORFOLK NORWICH

WOLVERHAMPTON

Telegrams & Cables Lotus, Norwich, T. 0692 N. 0691 F. 0691 N. 0691

July 27, 1973

Bullitin # 80

Ref: Clutch Problems - Twin Cam Europa

To: Service Manager,  
Mechanics  
General Manager

Several dealers have been changing complete clutch assemblies in an effort to cure vibration or "snatch" of the clutch, only to find that a few hundred miles later the problem is there again.

After a full investigation of the problem both by us and by Lotus, it has been found that the problem lies not in the clutch but in the cable. The cable abutement is fixed to the chasis and when the clutch is operated we have a tight cable joining the chassis to the engine. When the clutch is let out the engine tries to take up its natural torque causing the cable to tighten, therefore slightly releasing the clutch again, doing this until the clutch is fully engaged.

The reason that a new clutch cures the problem for a few miles is probably that, being new friction material, the clutch operates a lot smoother and more progressive, eliminating the torque reaction until it is bedded in.

We shall shortly be coming out with a bracket to attach the cable abutment to the engine thereby eliminating any possible pull on the cable.

LOTUS MID-SOUTH, INC. WILL NOT PAY WARRANTY ON CLUTCHES RETURNED TO US AND FOUND TO BE IN GOOD CONDITION.

*R. G. Flynn*  
Roger G. Flynn  
Service Controller



# LOTUS DEALER NEWS

NORWICH NORFOLK NORWICH

L

W. 101. 101. 101

Telegrams & Cables Lotus Norwich T. N. 101. 101. 101

Bullitin # 81

July 27, 1973

## Rising cost of goods-England

Below is copy from an article appearing in the Daily Telegraph dated 11 June 1973 to give you some idea of the increase in cost of goods in England, so you will be able to better appreciate the prices of the Lotus products.

### "MATERIALS AND FUEL PRICES RISE 14pc IN FIRST HALF, by Roland Gribben

"Prices of materials and fuel brought by manufacturing industry jumped 14 p.c. in the first six months, the Department of Trade and Industry reported yesterday in the latest indicator of inflation in wholesale prices.

"They have soared 27 p.c. over the same months of last year and more than 17 p.c. since the start of the freeze in November. In June alone they rose by 3 p.c. above the May levels, largely because of a 5 p.c. rise in the price of foodstuffs.

"The net result was that the price of goods manufactured for the home market went up 1 p.c. for the second month in succession, while the price of manufactured foods rose twice as fast as in May.

"The trend in wholesale prices underlines the costs of raw materials in world markets, the loss of British purchasing power since sterling began to float, continuing inflationary pressure, and the price problems now facing the Government.

"The huge 27 P.C. jump in the index on a yearly comparison contrasts vividly with the modest 1 p.c. rise in the 12 months from June 1971 to June 1972 and largely reflects the major increases in key commodities.

"Foodstuff prices alone increased 30 p.c. in the 12 months to June by 28.8 p.c. since the freeze began, and 14.2 p.c. in the first half of this year. The continuing rapid increase in the price of food products is one of the main factors behind the accelerating rate of rises.

"A sharp increase in the price of imported and home-grown cereals, imported oil cake and oil seed was an important influence in the 5 p.c. June rise in foodstuffs. But other materials also rose significantly, reflecting the volatile movements in world commodities. Copper prices were up 10½ p.c. and wool 8 p.c.

"The price of wool, according to the DTI indices, was 155 p.c. above June 1972, with only 13 p.c. of the increase attributable to the devaluation of sterling.

"How quickly the latest increases are reflected in the market place depends to some extent on the Price Commission. Normally it takes up to three months for increased wholesale prices to be reflected at the retail level, but in foods the process is much quicker.

"There is a predictable reluctance in Whitehall to forecast wholesale price trends. There are still some hopeful indications that food price rises should start to fall later in the year, but the American alarms and restrictions on soyabean exports---an important ingredient in animal feedstuffs---demonstrates current uncertainties.



# LOTUS DEALER NEWS

NORWICH NORFOLK NOR 9W

LONDON W.C.2 TEL. 01-404 1111

Telegrams & Cables: Lotus, Norwich. F.O. N. 0404 Lotus, Norwich.

81-2

"The DFI figures also show that prices of engineering products for the home market are starting to rise faster as the British Steel Corporations 9 p.c. average increase begins to work its way through to the user.

"With the ending of the freeze an upsurge in prices was regarded as inevitable, and while the Price Commission reports a slower rate of applications for rises there is nothing to suggest that the inflationary pressures are easing. Companies now appear to be framing their applications more carefully to avoid rejection by the Price Commission."

From the foregoing, you get quite a good idea of what the money problem is in England.....we aren't the only people in the whole wide world with problems!!!!

Bearing the figures in mind, Lotus has been able to hold the price quite well in the past, and they have assured us that they will continue to hold as much as possible. This they are able to do by wise purchases in the correct market areas, and constantly watching the price value toward the finish product and it's final price structure.

It is hoped that the above will serve to inform you of the current situation in England.....many times talking with different dealers you find that generally they are not aware of just how difficult it is in England.

Your attention to this information is greatly appreciated and I urge that you forward this information on to you entire sales staff so they will be aware.

Good selling,

  
Wayne A. Benton, Pres.



# LOTUS DEALER NEWS

NORWICH NORFOLK NORWICH

Telegrams & Cables Lotus, Norwich, England. Telex 1001 Lotus, Norwich

July 27, 1973

Bullitin # 82

To: All Dealers  
Attention: Sales

## REAL COMPETITION: PORSCHE 2-LITER 914

Porsche has introduced a third version of the 914 into the U.S. market, and it is direct competition for the Europa Special. If you read Road & Track (and you should), you saw the road test in the February issue. Here are some appropriate quotes from that report, giving a good precis of the 2-liter 914's "positioning", as we say:

"No reader familiar with the present trend in engines, i.e. they are all becoming bigger, cleaner and weaker, will be surprised to learn that the Porsche 914 is once again available with a 2-liter engine. Neither will it be news that the 1973 2-liter 914 is no match for the 1970 2-liter 914 with its 6-cyl Porsche engine....."

"The 2-liter 914 is offered for several reasons. When R & T tested the original VW-powered 914 we found the performance modest. The price has gone up since then and with less power the performance becomes less than modest and Porsche has a sales problem in California...The solution is the 914/2 (R&T designation), created by boring and stroking the 4-cyl VW 411 engine. The engine is rated at 91 bhp, an improvement over the original VW version's 80 if well below the 110 bhp of the 914/6, and the performance falls neatly between those two cars....."

Some specifications: Engine type: ohv flat four. 5 speed manual transmission. 4-wheel disc brakes. Curb weight 2145 lbs. List Price, POE \$5,299....as tested by R&T (black paint, tinted glass, dealer prep) \$5,645.00 Here is a brief performance comparison, R&T data:

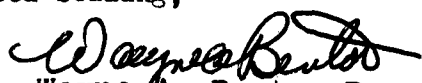
	Porsche 2-liter 914	Europa TwinCam (4 speed)
0-60 mph (sec.)	10.3 sec.	8.3 sec.
Standing $\frac{1}{4}$ mile	17.8 sec.	15.5 sec.
Overall brake rating	Very good	Excellent
Fuel economy, mpg	24.5	24

The 2-liter 914 represents the closest competition to date for Europa among sports cars with the mid-engine attractions. We, of course, have our newest changes to talk about, engine vs. engine, 5-speed vs. 5-speed. Beyond that, the two premier Lotus arguments still prevail. Several customers have reported the 914/2 as "no where as good as the Europa". The advantages of the Europa are immediately apparent on driving both cars- the Europa being "quiet, crisp, and higher performance all the way around".

We welcome Porsche's attempt to imitate our Europa.

And remember....nothing handles like a Lotus.

Good selling,

  
Wayne A. Benton, Pres.



# LOTUS DEALER NEWS

NORWICH NORFOLK NORFOLK

W. A. BENTON, PRES.

Telegrams & Cables: Lotus, Norwich, England. Telex: 3401 Lotus, Norwich, England.

August 3, 1973

BULLITEN # 83

TO: ALL DEALERS

REF: LOTUS SALES NATIONWIDE

THE FOLLOWING FIGURES ARE TAKEN FROM R.L.POLK AS PUBLISHED BY THE NEW YORK TIMES.

YOU WILL NOTE QUITE AN INCREASE IN OUR REGISTRATIONS WHICH IS A DIRECT GUAGE AGAINST WHICH YOU ARE ABLE TO JUDGE YOUR DEALERSHIP PERFORMANCE AGAINST THE NATIONAL LEVEL.

LOTUS.....	UP 375%
PANTERA.....	UP 237%
JAGUAR.....	UP 181%
PORSCHE.....	UP 141%
CORVETTE.....	UP 121%

ALSO, YOU WILL EASILY NOTE.....MORE REGISTRATIONS THAN PANTERA.....KEEP UP THE GOOD WORK.

THE ABOVE FIGURES ARE FOR JAN. THRU MARCH 1973. IF YOUR SALES DO NOT REFLECT A SALES INCREASE CLOSE TO THE ABOVE, YOU ARE FALLING SHORT SOMEWHERE.....GET "CRANKING"

GOOD SELLING

  
WAYNE A. BENTON, PRES.



# LOTUS DEALER NEWS

NORWICH NORFOLK NOR - W

Telegrams & Cables LOTUS NORWICH, ENGLAND

August 3, 1973

Bullitin # 84

To: All Dealers- Salemen

Ref: "GAS CRISIS- 15 CARS TO OWN "--August 1973 MOTOR TREND

In the above issue you will find quite a tremendous article covering gas mileage and miles per dollar based on gas prices in California.

"Traffic speeds ranged anywhere from one mph to 75. One of the most heavily trafficked streets in Los Angeles (La Cienega Boulevard) was a part of the route, as was one of the lonelier freeways (the Harbor). Altitudes went from approximately 75 feet above sea level to 2000; ambient temperatures from 38 degrees to 101; and road surfaces varied from perfect freeway to temporary tar slab with gravel underneath.

"It never rained, we drove very little at night, there were eight different drivers in the 15 cars, taking turns of one lap apiece (73.125 miles) over the route. To Publisher Bob Brown's discomfort, we didn't even have any air-conditioned cars in the group; to my own, we didn't use the heaters---not even one night in the fog of the Palos Verdes Peninsula.

"This is the way they ranked when we got through with the Texas Instruments--but, first, the envelopes, please:

"1: FIAT 128 4 door Sedan 34.821 mpg

"2: DATSUN 1200 2 door Coupe 32.500 mpg

"3: LOTUS EUROPA 5-Speed.....30.469 mpg

"Them that have gets. Not only do you have one of the better handling cars anywhere when you buy a Lotus Europa, but you also get outstanding economy--gas mileage that is enhanced on the open road where the slick styling, ultra-efficient twin-cam engine and weight of less than a ton add up to 40 mpg at highway speeds. The Europa returns 70.995 miles to a dollar of gas and costs 1.40 cents per mile to fuel. Alas, at around seven grand, it was the most expensive car tested.

"4: HONDA CIVIC 30.468 mpg

"5: TOYOTA 1600 2-door 29.846 mpg



# LOTUS DEALER NEWS

NORWICH, NEW HAMPSHIRE

TELEPHONE: 800-541-5555

	84-2
"6: MG MIDGET	29.250 mpg
"7: VW WAGON	28.676 mpg
"8: OPEL MANTA	28.125 mpg
"9: DODGE COLT 2-door	28.126 mpg
"10: VEGA WAGON	27.083 mpg
"11: Jensen-Healey	26.116 mpg
"12: TRIUMPH SPITFIRE	25.658 mpg
"13: AUSTIN MARINA GT	24.788 mpg
"14: RENAULT 17	24.375 mpg
"15: SUBARU 4-door	21.828 mpg

From the above, you can quite readily get a complete picture of the Lotus Economy Picture. The next sports car tested was the MG MIDGET, and it, even though it is nowhere near being competition to us, was in 6th place, then you have the JENSEN-HEALEY (11th) TRIUMPH SPITFIRE (12th), and RENAULT 17 (14th)

Of all manufacturers only 15 responded to the test (supplied cars) obviously, our true competition (Porsche, Jaguar, BMW, Corvette, etc.) already saw the writing on the wall, therefore declining.

Use the above in your selling, for the public is extremely aware of the fuel crisis, and even though the person <sup>who</sup> ~~now~~ can afford our car is not worried about the price of gas, he is most definitely worried if he will be able to find enough gas to enjoy his car.

Good Selling,

Wayne A. Benton, Pres.

Lotus Mid-South, inc.





# LOTUS DEALER NEWS

NORWICH NORFOLK NOR 92W

Telegrams & Cables: Lotus, Norwich. Telex No. 97101 Lotus, Norwich.

# 85  
August 16, 1973

To: All Parts Managers

Subject: Amendment to Parts Return Schedule

PLEASE SUBMIT A WRITTEN LIST OF THE PARTS TO BE RETURNED  
AT LEAST TWO (2) WEEKS BEFORE SHIPMENT OF PARTS TO  
LOTUS MID-SOUTH.

THIS ALLOWS LOTUS MID-SOUTH TIME TO APPROVE THE  
ITEMS SUBMITTED AS NOT ALL ITEMS CAN BE RETURNED  
UNDER THIS PLAN.

NO PARTS WILL BE ACCEPTED FOR RETURN UNLESS A  
COMPLETE LIST USING LOTUS PART NUMBERS AND  
DESCRIPTIONS (consult the price list) IS SUBMITTED  
TO LOTUS MID-SOUTH AND APPROVED BY US.



Rhea Krogh

Parts Controller



# LOTUS DEALER NEWS

NORWICH NORFOLK NOR 92W

Telegrams & Cables: Lotus, Norwich. Telex No. 97401 Lotus, Norwich.

# 86

August 16, 1973

To: All Dealers

Subject; Ignition Kit

After some months of exhaustive testing and 'bug sorting' we are now able to offer a complete Capacitor Discharge ignition kit as a bolt on option. Fitting of the kit entails very little work and all necessary parts and instructions are included.

Primary advantage of the C.D. ignition system is extended ignition component life, plugs, points, coil, etc. We all know that expected plug life on the twin cam engine is not much over 6,000 miles and this as well as overall performance, cold starting and acceleration are greatly improved with this very worthwhile kit.

Suggested list price of the unit is \$124.95 .

Dealer cost is \$ 74.97.

Lotus Mid-South, Inc.

  
Wayne Benton, Pres.



# LOTUS DEALER NEWS

NORWICH NORFOLK NORFOLK

Telegrams & Cables: Lotus, Norwich. T. 13 N. 100

NORWICH NORFOLK NORFOLK

August 10, 1973

Bulletin # 87

Subject: Front Shock Warranty  
Sway bar mount bolt

To: All Dealer Principals  
Service Mgr.

IN THE PAST FEW WEEKS SEVERAL DEALERS HAVE BEEN SUBMITTING FOR WARRANTY, THE COMPLETE FRONT SHOCK BECAUSE OF THE CUSTOMER STRIKING SOMETHING IN THE ROAD, AND BREAKING THE SWAY BAR MOUNTING BOLT WHICH IS WELDED TO THE BOTTOM OF THE SHOCK.

Warranties for this will not be accepted, the correct procedure is to weld a replacement bolt back onto the lower portion of the shock, for which warranty will pay:

LABOR 53 minutes  
PART 60¢

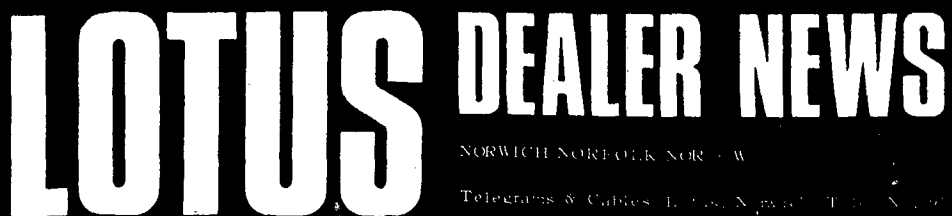
If it is necessary to sublet the repair, a copy of the sublet receipt, marked paid, must accompany the claim.

After careful study over the last 2 years we have been able to conclude without a doubt, that this breakage is caused only by driver fault, and not product fault.

In all cases investigated, it was found that the driver had jumped a curbing, struck large concrete items in the road, driven the car off the road (lost it in a turn, etc.) or other such related happenings, thereby causing a bending action to be placed against the bolt, with the bolt either failing immediately or at a later date.

PLEASE BE SURE THAT ALL PERSONS CONCERNED WITH THIS CONDITION  
BE ADVISED ACCORDINGLY.

Wayne A. Benton, Pres.



Wayne A. Benton, Pres.  
Lotus Mid-South, inc.



# LOTUS DEALER NEWS

NORWICH NORFOLK NORFOLK

WILMINGTON

Telephone 544-0000, 544-0001, 544-0002, 544-0003, 544-0004, 544-0005, 544-0006, 544-0007, 544-0008, 544-0009, 544-0010

August 22, 1973

Bulletin # 89

Subject: European Delivery Prices  
Factory Delivery

To: All Dealers

<u>Lotus Europa Special</u>	\$ 5,546.52
<u>Optional extras:</u>	
Five Speed gearbox	388.08
Brand Lotus 5 $\frac{1}{2}$ J alloy wheels, fitted w/tires	163.80
Tinted glass all round	70.56
Metallic paint (extra)	37.80
Parts list	12.60
Workshop manual with T/C supplement	39.00

FACTORY DELIVERY CHARGES

Pre-delivery inspection, licence plates & gas	45.36
Customs brokerage and documentation	17.64
F.O.B. Delivery	52.92

Road insurance (green card) must be obtained by you from your state side agent before departure (Lotus Mid-South, inc., furnishes the serial number to the dealer so the customer will have same for insurance company)

Many companies offer this insurance, plus AAA auto club (American Auto Assn.) is quite good.

A \$500 non refundable deposit must accompany the order, (sample forms attached, if you do not have a stock order from parts) and payment in full must be received 30 days prior to customer's departure date from the U.S.

This is good profit operation, make good use of same. Refer to earlier notices on your commission, or verify when calling New Orleans, La.

Lotus Mid-South, inc.

*Wayne A. Benton*  
Wayne A. Benton, Pres.



# LOTUS DEALER NEWS

NORWICH NORFOLK NOR 92W

Telephone Weymouth 3411

Telegrams & Cables: Lotus, Norwich Telex No. 97401 (Lotus, Norwich)

September 7, 1973

Bulletin # 90

Subject: Lotus Warranty Exemptions

To: All Dealers:  
General Mgrs.  
Service Mgrs.


Your attention is again called to the attached warranty supplement which is placed in the glove box of each car at time of delivery from Lotus Mid-South, inc.

Items on this list are generally considered to be of a maintenance nature and should not normally be made the subject of a warranty claim.

Certain cases of severe cause under the attached list will be considered, but only after a personal inspection by Lotus Mid-South, inc. personnel during their next visit to the dealership.

**NOTE**

Please see that all related parties in the dealership see this notice as all warranty claims will be returned if in relation to the attached supplement list.

  
Wayne A. Benton, Pres.  
Lotus Mid-South, inc.



## THE LOTUS WARRANTY

by

Lotus Mid-South, Inc.

3835 Airline Hwy.

New Orleans, La. 70001

TO ASSIST DEALERS AND OWNERS WITH THE PRECISE INTERPRETATION OF WARRANTY THE FOLLOWING ITEMS ARE GENERALLY CONSIDERED TO BE OF A MAINTENANCE NATURE AND SHOULD NOT NORMALLY BE MADE THE SUBJECT OF A WARRANTY CLAIM.

1. Body - Gel crazing caused by impact or stress, general rattles, alignment or adjustment of doors bonnet and boot lid, and their locks or fastenings, tightness of mounting bolts/nuts required subsequent to the first free service.  
Paint chips, accidental damage, broken or scratched glass, deterioration of paint, soft trim and bright work, due to normal wear, misuse, neglect or exposure to severe operating conditions, deterioration of wiper blades.
2. Suspension - Wheel alignment, wheel balancing, replacement or repair of tires, adjustment to steering mechanism.
3. Engine - Carburetor adjustment, ignition system adjustment, tappet clearance adjustment subsequent to the first free service. Fan belt, throttle mechanism, tightening of sump and cover nuts/bolts, water connections or filter mountings.
4. Clutch - Wear on clutch facings, adjustment or mechanism.
5. Gearbox - Synchromesh wear by maladjustment or misuse of clutch.  
Final Drive - Differential - Excessive wear caused by use of incorrect lubricant.
7. Brakes - Brake Shoe/pad replacement or adjustment, brake squeal from linings/pads.
8. Cooling System - Hoses, tightening of clips.
9. Fuel System - Cleaning out subsequent to first free service.
10. Electrical - Fuses, headlamp adjustment, general maintenance of battery, generator, starter, tightening and cleaning of terminals, lamp filaments over 90 days.
12. Lubrication/Fluids - Topping up of oils and fluids. Damage resulting from lack of, or incorrect lubricant/fluid.

### General

Any work entailed in improving the general finish of the vehicle to a higher standard than that known to be acceptable to the Factory or any modification/alteration to the specification.

Any adjustment or repair which, in the opinion of the Factory, should have been carried out at the time of the Pre-Delivery Inspection and Preparation, prior to delivery. Road testing and diagnosis of faults other than dismantling necessary in the course of rectification. Towing and recovery charges, alternative transport and other consequential expenses.

### Proprietary Parts

Certain proprietary parts are Warranted by the Manufacturer of those parts for periods beyond the Lotus Warranty, and your Dealer will advise you on Claims which must be made direct to such Manufacturer. It should be noted that such additional Warranty is for parts only and any labour costs incurred must be paid by the Owner.

Such parts include:- Batteries, certain electrical equipment, radio, instruments and tires.



# LOTUS DEALER NEWS

NORWICH NORFOLK NOR 9EW

Telephone: Weymouth, 3111

Telegrams & Cables: Lotus, Norwich Telex No. 97401 Lotus, Norwich

Sept. 11, 1973

Bulletin # 91

To: Parts Managers  
Warranty Personnel

We have been notified by Lotus Cars Limited that A C Delco will provide a 12 month or 12,000 mile warranty on all parts installed as original equipment on Lotus vehicles.

As with both Exide and Dunlop you must now go to a local agent. All warranty claims on these parts must be made through your local A C Delco distributor.

If you run into any problems upon contacting a local distributor mention the United Delco bulletin # 126-23 dated May 26, 1973. This bulletin covers the warranty of such parts.

As always, let Lotus Mid-South know if you run into any problems in making warranty claims with A C Delco dealers.

Thank you,

Lotus Mid-South, Inc.

Rhea Krogh  
Parts Controller





# LOTUS DEALER NEWS

NORWICH NORFOLK NOR 92W

Telephone: Wymondham 3411

Telegrams & Cables: Lotus, Norwich Telex No. 97401 (Lotus, Norwich)

Sept. 11, 1973

Bulletin # 92

To: Parts Dept.  
Warranty Dept.

Subject: Warranty Parts

All parts submitted to Lotus Mid-South under warranty claims and later refused for any reason must be disposed of within ten (10) days of date of refusal.

Upon receipt of refusal, a representative of your dealership must notify Lotus Mid-South of disposition of parts. If no instructions have been received within ten (10) days of date of refusal, Lotus Mid-South will dispose of the parts as it sees fit.

Thank you,

Lotus Mid-South, Inc.

Rhea Krogh  
Parts Controller



# LOTUS DEALER NEWS

NORWICH NORFOLK NOR 92W

Telephone Wymondham 3411

Telegrams & Cables Lotus, Norwich Telex No. 97401 (Lotus, Norwich)

October 1, 1973

Bulletin #93

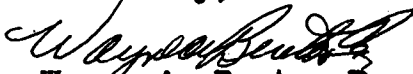
To; All Dealers

Subject: Distributor installation of Air Conditioners

Due to the volume of new car deliveries currently being processed by Lotus Mid-South, inc., we are no longer able to install air conditioning in the Lotus for delivery to the dealer net work.

Should, at a later date, we be able to again handle this service for you, we will be quite happy to advise you of the same, but for the time being we will only be able to supply air conditioners to you through the parts department for installation by the dealer.

Sincerely,

  
Wayne A. Benton, Pres.





# LOTUS DEALER NEWS

NORWICH NORFOLK NOR 92W

Telephone Wymondham 3411

Telegrams & Cables: Lotus, Norwich Telex No. 97401 (Lotus, Norwich)

Oct. 3, 1973

Bulletin # 94

To: Service and Radio related installers

Subject: Reduction of radio interference to an acceptable standard

Filtering-1uf capacitors on the following components:

Alternator-casing to "ind." lead (1 off)

Voltage stablizer-Battery terminal to earth (1 off)

Wiper motor-casing to fast speed and casing to slow speed

Stop light switch-terminal to terminal 2uf capacitor  
coil +ve to mounting belt (1 off) KEEP CLEAR OF  
RADIUS ARM

Bonding- 6 inch braid seat mounting bolts to chassis (2 off)

15 inch braid bennet hinge to rocker cover. (1 off)


12 inch braid coil mounting bolt to chassis

In addition bonding connections are incorporated in the loom, to earth out both fan motors, wiper motor casing and R/H fuel tank (future production cars, verify in current cars that this is done)

Screening-22 inches of foil are glued to underside of bonnet lid.

The radio should be grounded (earthed) to a main body chassis mounting belt, and is fed from the auxiliary side of ignition switch (yellow) via an in-line 2 amp fuse.

The aerial is fitted to passenger side of car, with ground wire from undermount washer to wiper ground harness or bolt

  
Wayne A. Benton, Pres.

# LOTUS DEALER NEWS

Bulletin # 95

To; All Dealers, Attn. Sales Mgr.  
Attn. Service Mgr.  
Subject: Sales Report Card

It has been brought to my attention that some dealers are mailing the sales report card to the Lotus factory, (as indicated on the reverse side of the card,) instead of forwarding to Lotus Mid-South, inc., first.

Dealers MUST forward the sales report card (located in front of service voucher book) to:

LOTUS MID SOUTH, INC.  
3835 Airline Hwy.  
NEW ORLEANS, LA. 70001

or warranty claims will not be accepted on these cars which we have no notice of.

Also, upon completion of the free services, these must be signed by the customer and returned by the dealer to Lotus Mid-South, inc..

It is a normal mistake, but one we cannot operate with. Therefore, it is urgent that any dealer who has not sent the reports to us, IMMEDIATELY forward a list of serial numbers, Name of owner with full address, engine number, and delivery date to Lotus Mid-South, inc., Not doing this NOW, will only delay your receipt of warranty funds, so acti immediately.

Good selling,

  
Wayne A. Benton, Pres.

# LOTUS DEALER NEWS

Bulletin #96

October 19, 1973

To: All Dealers, Attn: Service Manager  
Warranty Clerk  
Subject: Warranty Claims; major units

In reference to warranty claims on major units, (complete engine, gearbox) these units ARE NOT TO BE OPENED ANY FURTHER THAN NECESSARY to determine the malfunction. In the case of a Gearbox, if something is internally wrong, IT IS NOT TO BE OPENED UNDER ANY CONDITION.

As the replacement units are shipped to you without charge, freight prepaid, you will be allowed the following amounts for handling:

Engine	\$50.00
Gearbox	20.00

This seems reasonable, as the dealership has no funds invested in the job, other than labor.

In returning the warranty unit to us (old part) be sure and send it to us freight collect.

IN CASE YOU SHOULD HAVE A MAJOR FAILURE, BE SURE THAT LOTUS MID SOUTH, INC. IS CONTACTED IMMEDIATELY, SO WE MAY SEND AN INSPECTOR OUT IF WE DEEM IT NECESSARY.

Please give this your immediate attention, and see that all interested parties in your dealership are informed accordingly.

Best regards,

*Wayne A. Benton*  
Wayne A. Benton, Pres.

# LOTUS DEALER NEWS

NOVEMBER 12, 1973

BULLETIN #97

SUBJECT: EUROPEAN DELIVERY PRICES, FACTORY DELIVERY

LOTUS EUROPA SPECIAL

\$6,312.50

Optional Extras:

Five Speed gearbox	352.50
Tinted glass all round	70.00
Metallic paint (extra)	37.50
Workshop manual w/Twin Cam Supplement	16.25

FACTORY DELIVERY CHARGES- required on all pickups, be sure and include in price.

Predelivery inspection, license plates and gas	48.00
Customs brokerage and documentation	17.64
F.O.B.Delivery	52.92

A \$500 non-refundable deposit must accompany the order. Payment in full must be received no later than 30 days prior to customer's departure date from the U.S.

Lotus reserves the right to change models, prices and specification without notice.

Road insurance (green card) must be obtained by the customer from his stateside agent, car cannot be delivered by factory until this card is presented to the delivery agent.

Lotus Mid-South, Inc.

  
Wayne A. Benton, Pres.

# LOTUS



## LOTUS MID-SOUTH, INC.

3835 AIRLINE HIGHWAY  
METAIRIE, LOUISIANA 70001 U.S.A.  
Telephone: Area 504-835-3171

#98

November 13, 1973

TO: ALL LOTUS MID SOUTH, INC. DEALERS

SUBJECT: PRICE INCREASE-LOTUS EUROPA T/C SPECIAL

AS WARNED EARLIER THIS MONTH, THE PRICE OF THE LOTUS EUROPA HAS BEEN INCREASED, EFFECTIVE WITH SERIAL # <sup>3300</sup> ~~3300~~. YOU WILL NOTE THOUGH THAT THE TOTAL INCREASE AMOUNTS ONLY TO 4.7% ON THE FOUR SPEED, AND 5.7% ON THE FIVE SPEED, WHICH WHEN COMPARED TO THE MARKET, AVERAGE, STILL IS QUITE GOOD. HOW LONG WE CAN HOLD THE INCREASE DOWN DEPENDS ON HOW WELL YOU SELL THE CARS. I AM TRYING TO CONVINCE THE FACTORY WE CAN ALL MAKE MORE MONEY BY SELLING A HIGHER VOLUME AT LOWER PROFIT, RATHER THAN FOLLOWING THE MASSES WITH THE INCREASE. SO.....KEEP SELLING !!

	<u>DEALER COST</u>	<u>SUGGESTED LIST</u>
<u>LOTUS EUROPA SPECIAL</u>	\$5,892.00	\$ 7,038.40
Dock preperation charges	85.00	85.00
<u>Optional Extras:</u>		
Five Speed gearbox	290.00	335.00
Metalic Paint	72.00	90.00
Black Paint	100.00	200.00
Retail dealer predelivery inspection		76.00

WE STILL HAVE A FAIR SELECTION OF FIVE SPEED, ALONG WITH A FEW OF THE FOUR SPEED LEFT WITH THE EARLIER PRICES. THEY WILL BE SUPPLIED FIRST COME, FIRST SERVED, SO DON'T DELAY.

GOOD SELLING,

*Wayne A. Benton*  
Wayne A. Benton, Pres.  
Lotus Mid-South, inc.



# LOTUS DEALER NEWS

Bulletin # 99

November 26, 1973

TO: ALL LOTUS MID SOUTH, INC. DEALERS

SUBJECT: ENERGY CRISIS

MANY OF YOU ARE ALREADY WELL ON THE ROAD TOWARDS TAKING ADVANTAGE OF THE CURRENT ENERGY CRISIS THROUGH THE PROPER USE OF AVAILIABLE INFORMATION ON THE ECONOMY OF THE LOTUS EUROPA TWIN CAM.

ATTACHED YOU WILL FIND SEVERAL COPIES OF AN IMMEDIATE PRESS RELEASE BASED PRIMARILY ON THE ARTICLE "15 CARS TO OWN IN A GAS CRISIS" PUBLISHED BY MOTOR TREND MAGAZINE IN THE AUGUST 1973 ISSUE. SEE THAT COPIES OF THIS RELEASE GET INTO THE PROPER HANDS IN YOUR LOCAL NEWS MEDIA, INCLUDING RADIO AND TV. NOT THAT RADIO AND TV WILL GIVE YOU FREE TIME, BUT THESE PEOPLE ALWAYS SEEM TO TALK MORE ABOUT SUCH THINGS IN THE PROPER PLACES.

ALSO, SEVERAL DEALERS HAVE GONE INTO WINDOW DISPLAY (PRINTING OR WHITE SHOE POLISH) STATING:

"LOTUS EUROPA TWIN CAM IN STOCK.....UP TO 40 mpg"

"EPA Certifies the Lotus Europa at 25.2 mpg"

"Help the fuel crisis, buy a Lotus.... 30.469 mpg"

THESE ARE JUST A FEW IDEAS, AND I AM SURE YOU CAN COME UP WITH MANY MORE THAT ARE JUST AS GOOD. THE MAIN IDEA, IS LET THE PUBLIC KNOW THAT LOTUS OFFERS MORE THAN JUST PERFORMANCE, WE OFFER ECONOMY !

YOU WILL FIND THAT IF YOU WORK ALONG THESE LINES, YOU WILL BE DISCOVERING THAT NO LONGER WILL YOU HAVE A PRICE SHOPPER, FOR FEW CAN OFFER WHAT WE HAVE TO GIVE.....TRUE ECONOMY ! ! !

THE PERSON THAT BUYS A LOTUS TODAY, CAN REST ASSURED THAT HE WILL BE ABLE TO DRIVE TWICE THE DISTANCE, ON THE SAME AMOUNT OF GAS, AS THE AVERAGE CAR ON THE STREETS TODAY, PLUS DOING IT IN COMFORT AND STYLING.

FOLLOWING SHORTLY ARE REPRINTS OF THE ARTICLE FROM MOTOR TREND, USE THEM WELL AND THEY WILL MAKE YOU MONEY \$

THE ENERGY CRISIS IS NOT A CRISIS FOR LOTUS.....IT IS A BOOM ! MANY DEALERS ARE ALREADY REPORTING SALES FAR IN EXCESS OF ANYTHING IN THE PAST, SO.....LET'S GET SELLING !

REGARDS,

*Wayne A. Benton*  
Wayne A. Benton, Pres.

# LOTUS



## LOTUS MID-SOUTH, INC.

3835 AIRLINE HIGHWAY  
METAIRIE, LOUISIANA 70001 U.S.A.  
Telephone: Area 504-835-3171

### IMMEDIATE PRESS RELEASE

LOTUS CARS LTD., OF NORWICH, ENGLAND JUST ANNOUNCED TODAY THAT EPA AT ANN ARBOR, MICH. HAS ISSUED THEM A 1974 EMISSION CERTIFICATE ON THE LOTUS EUROPA TWIN CAM, CERTIFICATE NUMBER LOTUS 1-LDV.

AMONG OTHER INTERESTING ITEMS ABOUT THIS CAR, EPA CERTIFIED IT'S GAS MILEAGE AS 25.2 MILES PER GALLON IN IT'S (EPA) TESTING FOR GAS CONSUMPTION.

THEN IN THE AUGUST ISSUE, 1973, OF "MOTOR TREND" MAGAZINE THE LOTUS EUROPA TWIN CAM WAS RATED THIRD IN THEIR ARTICLE ON "15 CARS TO OWN IN A GAS CRISIS" OF PRIME INTEREST, IS, THE FIRST TWO PLACES WENT TO ECONOMY SEDANS, FIAT 128 4-door sedan was RATED AS FIRST IN GAS MILEAGE, DATSUN 1200 2-DOOR COUPE WAS SECOND, THEN THE LOTUS EUROPA WITH A 5 SPEED GEARBOX WAS THIRD. OF CONSIDERABLE INTEREST THE NEXT SPORTS CAR WAS THE MG MIDGET IN SIXTH PLACE. THE FOLLOWING IS THE STATEMENT, IN FULL, ON THE EUROPA.

"3: LOTUS EUROPA 5-speed 30.469 mpg  
THEM THAT HAVE GETS. NOT ONLY DO YOU HAVE ONE OF THE BETTER HANDLING CARS ANYWHERE WHEN YOU BUY A LOTUS EUROPA, BUT YOU ALSO GET OUTSTANDING ECONOMY--GAS MILEAGE THAT IS ENHANCED ON THE OPEN ROAD WHERE THE SLICK STYLING, ULTRA-EFFICIENT TWIN-CAM ENGINE AND WEIGHT OF LESS THAN A TON ADD UP TO 40 mpg AT HIGHWAY SPEEDS. THE EUROPA RETURNS 70.995 MILES TO A DOLLAR OF GAS AND COSTS 1.40 CENTS PER MILE TO FUEL. ALAS, AT AROUND SEVEN GRAND, IT WAS THE MOST EXPENSIVE CAR TESTED."

THE TWO AMERICAN CARS IN THE TOP 15 WERE DODGE COLT IN NINTH PLACE AND CHEVROLET VEGA COUPE IN TENTH.

SO, OF PRIME INTEREST DURING THIS PERIOD OF ENERGY CRISIS IS THE FACT THAT ONCE YOU BUY A CAR, YOU MUST BE ABLE TO OPERATE IT ON THE STREET. BUT WITH THE PURCHASE OF THE AVERAGE CAR TODAY, HOW FAR WILL YOU BE ABLE TO DRIVE A WEEK, TOMORROW?

THE PERSON THAT BUYS A LOTUS TODAY, CAN REST ASSURED THAT HE WILL PROBABLY BE ABLE TO DRIVE AT LEAST AS MUCH AS TWICE THE DISTANCE, ON THE SAME AMOUNT OF GAS, AS THE AVERAGE CAR ON THE STREETS TODAY.

Complete copies of the article "15 Cars to Own In A Gas Crisis" are available from Lotus Mid-South, inc., either by mail or phone from the above address.

# LOTUS



## LOTUS MID-SOUTH, INC.

3835 AIRLINE HIGHWAY  
METAIRIE, LOUISIANA 70001 U.S.A.  
Telephono: Area 504-835-3171

### IMMEDIATE PRESS RELEASE

LOTUS CARS LTD., OF NORWICH, ENGLAND JUST ANNOUNCED TODAY THAT EPA AT ANN ARBOR, MICH. HAS ISSUED THEM A 1974 EMISSION CERTIFICATE ON THE LOTUS EUROPA TWIN CAM, CERTIFICATE NUMBER LOTUS 1-LDV.

AMONG OTHER INTERESTING ITEMS ABOUT THIS CAR, EPA CERTIFIED IT'S GAS MILEAGE AS 25.2 MILES PER GALLON IN IT'S (EPA) TESTING FOR GAS CONSUMPTION.

THEN IN THE AUGUST ISSUE, 1973, OF "MOTOR TREND" MAGAZINE THE LOTUS EUROPA TWIN CAM WAS RATED THIRD IN THEIR ARTICLE ON "15 CARS TO OWN IN A GAS CRISIS". OF PRIME INTEREST, IS, THE FIRST TWO PLACES WENT TO ECONOMY SEDANS, FIAT 128 4-door sedan was RATED AS FIRST IN GAS MILEAGE, DATSUN 1200 2-DOOR COUPE WAS SECOND, THEN THE LOTUS EUROPA WITH A 5 SPEED GEARBOX WAS THIRD. OF CONSIDERABLE INTEREST THE NEXT SPORTS CAR WAS THE MG MIDGET IN SIXTH PLACE. THE FOLLOWING IS THE STATEMENT, IN FULL, ON THE EUROPA.

"3: LOTUS EUROPA 5-speed 30.469 mpg  
THEM THAT HAVE GETS. NOT ONLY DO YOU HAVE ONE OF THE BETTER HANDLING CARS ANYWHERE WHEN YOU BUY A LOTUS EUROPA, BUT YOU ALSO GET OUTSTANDING ECONOMY--GAS MILEAGE THAT IS ENHANCED ON THE OPEN ROAD WHERE THE SLICK STYLING, ULTRA-EFFICIENT TWIN-CAM ENGINE AND WEIGHT OF LESS THAN A TON ADD UP TO 40 mpg AT HIGHWAY SPEEDS. THE EUROPA RETURNS 70.995 MILES TO A DOLLAR OF GAS AND COSTS 1.40 CENTS PER MILE TO FUEL. ALAS, AT AROUND SEVEN GRAND, IT WAS THE MOST EXPENSIVE CAR TESTED."

THE TWO AMERICAN CARS IN THE TOP 15 WERE DODGE COLT IN NINTH PLACE AND CHEVROLET VEGA COUPE IN TENTH.

SO, OF PRIME INTEREST DURING THIS PERIOD OF ENERGY CRISIS IS THE FACT THAT ONCE YOU BUY A CAR, YOU MUST BE ABLE TO OPERATE IT ON THE STREET. BUT WITH THE PURCHASE OF THE AVERAGE CAR TODAY, HOW FAR WILL YOU BE ABLE TO DRIVE A WEEK, TOMORROW?

THE PERSON THAT BUYS A LOTUS TODAY, CAN REST ASSURED THAT HE WILL PROBABLY BE ABLE TO DRIVE AT LEAST AS MUCH AS TWICE THE DISTANCE, ON THE SAME AMOUNT OF GAS, AS THE AVERAGE CAR ON THE STREETS TODAY.

Complete copies of the article "15 Cars to Own In A Gas Crisis" are available from Lotus Mid-South, inc., either by mail or phone from the above address.

# LOTUS



## LOTUS MID-SOUTH, INC.

3835 AIRLINE HIGHWAY  
METAIRIE, LOUISIANA 70001 U.S.A.  
Telephone: Area 504-835-3171

### IMMEDIATE PRESS RELEASE

LOTUS CARS LTD., OF NORWICH, ENGLAND JUST ANNOUNCED TODAY THAT EPA AT ANN ARBOR, MICH. HAS ISSUED THEM A 1974 EMISSION CERTIFICATE ON THE LOTUS EUROPA TWIN CAM, CERTIFICATE NUMBER LOTUS 1-LDV.

AMONG OTHER INTERESTING ITEMS ABOUT THIS CAR, EPA CERTIFIED IT'S GAS MILEAGE AS 25.2 MILES PER GALLON IN IT'S (EPA) TESTING FOR GAS CONSUMPTION.

THEN IN THE AUGUST ISSUE, 1973, OF "MOTOR TREND" MAGAZINE THE LOTUS EUROPA TWIN CAM WAS RATED THIRD IN THEIR ARTICLE ON "15 CARS TO OWN IN A GAS CRISIS". OF PRIME INTEREST, IS THE FIRST TWO PLACES WENT TO ECONOMY SEDANS, FIAT 128 4-door sedan was RATED AS FIRST IN GAS MILEAGE, DATSUN 1200 2-DOOR COUPE WAS SECOND, THEN THE LOTUS EUROPA WITH A 5 SPEED GEARBOX WAS THIRD. OF CONSIDERABLE INTEREST THE NEXT SPORTS CAR WAS THE MG MIDGET IN SIXTH PLACE. THE FOLLOWING IS THE STATEMENT, IN FULL, ON THE EUROPA.

"3. LOTUS EUROPA 5-speed 30.469 mpg  
THEM THAT HAVE GETS. NOT ONLY DO YOU HAVE ONE OF THE BETTER HANDLING CARS ANYWHERE WHEN YOU BUY A LOTUS EUROPA, BUT YOU ALSO GET OUTSTANDING ECONOMY--GAS MILEAGE THAT IS ENHANCED ON THE OPEN ROAD WHERE THE SLICK STYLING, ULTRA-EFFICIENT TWIN-CAM ENGINE AND WEIGHT OF LESS THAN A TON ADD UP TO 40 mpg AT HIGHWAY SPEEDS. THE EUROPA RETURNS 70.995 MILES TO A DOLLAR OF GAS AND COSTS 1.40 CENTS PER MILE TO FUEL. ALAS, AT AROUND SEVEN GRAND, IT WAS THE MOST EXPENSIVE CAR TESTED."

THE TWO AMERICAN CARS IN THE TOP 15 WERE DODGE COLT IN NINTH PLACE AND CHEVROLET VEGA COUPE IN TENTH.

SO, OF PRIME INTEREST DURING THIS PERIOD OF ENERGY CRISIS IS THE FACT THAT ONCE YOU BUY A CAR, YOU MUST BE ABLE TO OPERATE IT ON THE STREET. BUT WITH THE PURCHASE OF THE AVERAGE CAR TODAY, HOW FAR WILL YOU BE ABLE TO DRIVE A WEEK, TOMORROW?

THE PERSON THAT BUYS A LOTUS TODAY, CAN REST ASSURED THAT HE WILL PROBABLY BE ABLE TO DRIVE AT LEAST AS MUCH AS TWICE THE DISTANCE, ON THE SAME AMOUNT OF GAS, AS THE AVERAGE CAR ON THE STREETS TODAY.

Complete copies of the article "15 Cars to Own In A Gas Crisis" are available from Lotus Mid-South, inc., either by mail or phone from the above address.

# LOTUS DEALER NEWS

Bulletin # 100

SUBJECT: 1974 $\frac{1}{2}$  MODEL EUROPA PRICES.

## SPECIFICATION CHANGES:

The basic car remains the same with the addition of the following improvements which will greatly increase the sale appeal of the Europa:

- Interlocking system
- Champagne interior
- Cloth inserts in seats
- Map pocket located between seats
- Carpeted front and rear storage areas
- Twin gas strut support for rear deck lid
- Improved dash pad

Considering the above in mind, plus the problems which the U.S. dollar has gone through in the world market, the following prices are quite within reason.

	<u>DEALER COST</u>	<u>SUGGESTED LIST</u>
LOTUS EUROPA SPECIAL	\$ 6,145.44	\$ 7,291.84
Dock preparation charges	85.00	85.00
Optional Extras:		
Five speed gearbox	300.00	350.00
Champagne	35.00	48.00
Tinted glass	78.00	100.00
Metalic paint	72.00	90.00
Dealer predelivery	-	100.00

Once you have seen the cars, you will all agree with me that this is going to be one of the best selling models of the Europa to date.

Good selling, and keep up the good job!

Sincerely,



Wayne A. Benton, Pres.  
Lotus Mid-South, Inc.

CULLOM GLASS  
K1-5-4500  
(JOE)

# LOTUS DEALER NEWS

Bulletin #101.

Attention: SERVICE MANAGER.

Reference: ALTERNATOR WARRANTY.

We must remind you to refer to previous bulletin on the correct procedure in processing alternator warranties. In brief, it is as follows:

- 1) Delco Remy warrants the alternator through one of your local Delco Remy distributors.
- 2) Lotus Mid-South, Inc. pays labor only when submitted on Lotus Mid-South warranty claim form, with copy of receipt from your local Delco Remy outlet that the alternator was in fact warranted.

Any time this procedure is not followed, the claim along with any parts will be returned to you for proper submitting.

LOTUS MID-SOUTH, INC.



Wayne A. Benton, Pres.

# LOTUS DEALER NEWS

Bulletin # 102.

Attention: GENERAL MANAGER AND SALES MANAGER.

All of us have quite anxiously been awaiting the arrival of the M-50, four passenger sedan, from Lotus. Well, again, we are faced with another delay in it's introduction to the world market. In long discussions just last week with Roger Putnam, sales manager of Lotus Cars, Ltd., we were informed that introduction of the car has been delayed until April at the New York Auto Show.

This delay has been caused by the massive strikes which most factories are presently experiencing in England in protest of government's price and wage controls.

As you know, Lotus has always had quite good employee relations in the past, and are continuing to do so, but many of our suppliers don't enjoy this condition. At the moment, our supplier for the five speed box (M50 model only) is experiencing a strike, so therefore the delay. We have been assured that should the strike continue for any great length, Lotus shall seek another source of supply immediately.

During our meeting, Lotus Mid-South, Inc. pledged to Lotus Cars, Ltd. an increase in our monthly stock orders to assist the factory with their stock, as all of Europe is currently experiencing a far more drastic fuel crisis than you could ever imagine, causing a temporary drop in Europe sales. Just a few items taking place in Europe presently; VW has cut back to a three day work week, no heat is allowed in any factories, offices or stores in England. Electrical and heating fuel black outs (suddenly you have no electricity or gas for heating), just to name a few.

So, with the happenings in Europe, the entire auto market has taken quite a substantial loss in sales. It is felt to be only temporary, but in the meantime Lotus needs to continue their movement of new cars, so we have pledged our aid to assist the factory during this short time of need. By doing this, we have been assured that this action will be remembered when the M-50 is brought into the market.

Since we have taken this step to assist the factory, I urge dealers to reconsider their present stock procedure, and adjust your car stock requirements upward to assist during this period of several months.

over...



II

All dealers who act accordingly will also be remembered and appreciated when future orders are requested on the M-50 by the dealers.

The energy crisis is helping our sales in America, so let's all help the factory during their slack period of sales in Europe.

Remember, on truck load orders (6 car minimum), you receive twice the normal amount in co-op advertising to be used by you in whatever media you desire. Plus, dealers who stock cars in the full range of colors find that increased sales more than offset the additional floorplan cost involved.

So, considering all the above, I urge that all dealers immediately adjust their Lotus stock upward.

LOTUS MID-SOUTH, INC.



Wayne A. Benton, Pres.

# LOTUS DEALER NEWS

Bulletin #103.

Attention: GENERAL AND SALES MANAGERS.

Reference: LOTUS ELITE.

Word was received today on the naming of the new 2 door 4 passenger car from Lotus, previously referred to by the prototype number of M-50.

The official model name is ELITE. Many of you will remember the Lotus Elite of many years ago, the first production road car from Lotus which set many sales records. Well, we again have the ELITE, which will again set many new sales records. Just some of the standard equipment on the car:

- 25 to 30 miles per gallon
- Cloth center inserts in the seat
- Bodies built to meet safety requirements years in the future
- Factory installed A/C
- Optional power steering
- AM-FM multi-plex stereo w/tape
- Alloy wheels - 10" wide
- Rack and pinion steering
- Seating for four adults comfortably

As stated in previous bulletins, we are experiencing delays on manufacture due to our suppliers experiencing strikes presently. Therefore, the car will not be introduced until the New York Auto Show in April.

The ELITE will attract an entirely new market which todate we have had no car to attract sales in, so we can all look forward to the new market with a beautiful profit potential.

In the meantime, continue pushing Europas, as we will have the Europa along with the Elite, plus the Europa meets an entirely different market.

LOTUS MID-SOUTH, INC.

  
Wayne A. Benton, Pres.

# LOTUS DEALER NEWS

Bulletin # 104.

CORRECTION TO BULLETIN #100

SUBJECT: 1974 $\frac{1}{2}$  MODEL EUROPA PRICES.

SPECIFICATION CHANGES:

The basic car remains the same with the addition of the following improvements which will greatly increase the sale appeal of the Europa:

- Interlocking system
- Champagne interior
- Cloth inserts in seats
- Map pocket located between seats
- Carpeted front and rear storage areas
- Twin gas strut support for rear deck lid
- Improved dash pad

Considering the above in mind, plus the problems which the U.S. dollar has gone through in the world market, the following prices are quite within reason

	<u>DEALER COST</u>	<u>SUGGESTED LIST</u>
LOTUS EUROPA SPECIAL	\$ 6,145.44	\$ 7,291.84
Dock preparation charges	85.00	85.00
Optional Extras:		
Five speed gearbox	300.00	350.00
Champagne	35.00	48.00
Tinted glass	78.00	100.00
Metalic paint	72.00	90.00
Black paint	100.00	200.00
Dealer predelivery	-	100.00

Once you have seen the cars, you will all agree with me that this is going to be one of the best selling models of the Europa to date.

Good selling, and keep up the good job!

Sincerely,

Wayne A. Benton, Pres.  
Lotus Mid-South, Inc.

# LOTUS DEALER NEWS

Bulletin 105

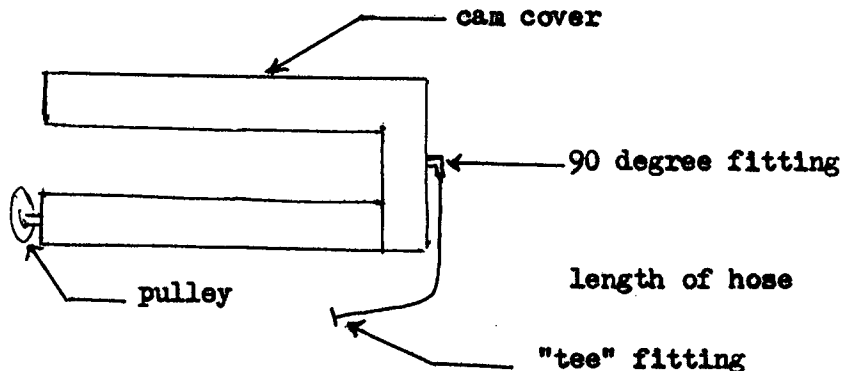
Feb. 15, 1974

TO: ALL LOTUS MID SOUTH DEALERS

SUBJECT: CAM SEAL OIL LEAKS ON EUROPA T/C

We have developed a "cure" for the oil leak at the alternator drive pulley seal located on the intake camshaft.

Care must be taken in the operation in that if you are not careful, when you tap into the camcover the insert may hit either the cam sprockets or the chain, but with care the job is performed with no problem.



Remove the cam cover off the engine, check as mentioned above to locate point in front of cover to drill for 90 degree fitting which will not interfere with sprockets or chain. Drill and tap proper size to fit fitting found in your area (we use 3/8") Install fitting with bayonet fit on one end. Install "tee" fitting into existing hose to bottom of air box and run hose from 90 degree fitting to tee.

As you can see, this relieves additional pressure from inside the cover thereby allowing the seal to stop oil flow, without having to hold back additional pressure which it was not designed to do. In our tests, this modification has not altered the standards in relation to EPA, so is legal.

Warranty allowance:

Labor	1 hour
Parts	\$1.75

Parts Needed:

- 1- 90 degree fitting with bayonet fitting
- 1- "tee" fitting
- 1- length of hose approx 2 feet long.

Best regards,

*Wayne A. Benton*  
Wayne A. Benton, Pres.

# LOTUS DEALER NEWS

Bulletin 105

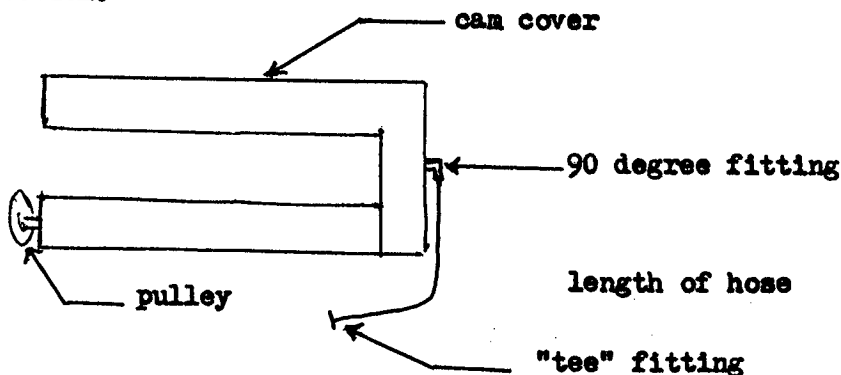
Feb. 15, 1974

TO: ALL LOTUS MID SOUTH DEALERS

SUBJECT: CAM SEAL OIL LEAKS ON EUROPA T/C

We have developed a "cure" for the oil leak at the alternator drive pulley seal located on the intake camshaft.

Care must be taken in the operation in that if you are not careful, when you tap into the camcover the insert may hit either the cam sprockets or the chain, but with care the job is performed with no problem.



Remove the cam cover off the engine, check as mentioned above to locate point in front of cover to drill for 90 degree fitting which will not interfere with sprockets or chain. Drill and tap proper size to fit fitting found in your area (we use 3/8") Install fitting with bayonet fit on one end. Install "tee" fitting into existing hose to bottom of air box and run hose from 90 degree fitting to tee.

As you can see, this relieves additional pressure from inside the cover thereby allowing the seal to stop oil flow, without having to hold back additional pressure which it was not designed to do. In our tests, this modification has not altered the standards in relation to EPA, so is legal.

Warranty allowance:

Labor	1 hour
Parts	\$1.75

Parts Needed:

- 1- 90 degree fitting with bayonet fitting
- 1- "tee" fitting
- 1- length of hose approx 2 feet long.

Best regards,

*Wayne A. Benton*  
Wayne A. Benton, Pres.

# LOTUS DEALER NEWS

March 11, 1974

Bulletin # 106

SUBJECT: European Delivery prices, factory delivery, as of above date.

<u>LOTUS EUROPA SPECIAL</u>	\$7,135.00
Standard with five (5) speed gearbox and alloy wheels	

<u>OPTIONAL EXTRAS</u>	
Tinted glass all around	70.00
Metallic paint (extra)	37.50
Workshop manual w/Twin Cam Supplement	20.00

## FACTORY DELIVERY CHARGES


Be sure and include in price, as required on all factory pickups	
Predelivery inspection, License plates & gas	48.00
Customs brokerage and documentation	17.64
F.O.B. Delivery charges	62.90

A \$500 non-refundable deposit must accompany the order. Payment in full must be received no later than 30 days prior to customer's departure date from the U.S.

Lotus reserves the right to change models, prices and specification without notice.

Road insurance (green card) must be obtained by the customer from his stateside agent, car cannot be delivered by factory until this card is presented to the delivery agent at Lotus. We will supply you with the serial number of the car just as soon as possible for insurance information. This is one of the many reasons we must have at least 30 days working time on the order.

Lotus Mid-South, Inc.

  
Wayne A. Benton, Pres.

# LOTUS DEALER NEWS

April 29, 1974

Bulletin # 108

To: All Lotus Mid South, Inc. Dealers


Subject: Warranty operations versus non-warranty operations

Several Dealers have in the recent past submitted claims on operations which are service based and not warranty based. The following is first in a series of listings on these operations which will not be accepted as warranty with a brief explanation.

Oil Leaks from Cam Cover gasket and/or 'D' plugs in head- Your service personnel have the cam cover off during service on the engine, and most inspections of gaskets have shown that the oil leak was caused by your service personnel either damaging the gasket in removal, and replacing a damaged gasket, thereby causing an oil leak at a later time, or by their neglect to check the 'D' plug when removing the cover to see that the "seating" on the plug was not upset. Therefore, in the future this will not be acceptable as warranty, and we feel this is either a normal maintenance or service maintenance repair, and not warranty.

Front sway-bar mount to lower shock stud- In the past, we have advised you that this was not a warranty item, and that you should weld another stud onto the shock as the proper repair. This still stands, many of you are starting to again send in claims on this mounting, showing replacement of shock, when there is nothing wrong with the shock, only the stud is broken from the customer either hitting something on the road, dropping it off a curbing, or some equal action of neglect by the customer. The only normal thrust applied to the stud bolt on the mount is vertical, and not fore and aft, therefore, if you inspect all the broken studs, you will note that the weld broke when the stud was bent or forced rearward or forward past the endurance of the weld, therefore breaking the weld. So, this is not warranty.

Please take note of the above items, and as in the past, we will continue to keep you posted on all of the latest developments.

  
Wayne A. Benton, Pres.

NOTE: Reference first item above, oil leaks-refer to Europa Twin Cam Service manual Section E, page 6, item E.5.-Camshaft cover, to Replace.

# LOTUS DEALER NEWS

Bulletin #111

To: All Lotus Mid-South Dealers

Subject: Lotus Elite (M-50) Service Training

May 3, 1974

As you are all aware, the Elite shall be arriving very shortly in the U.S., which has been long awaited by all of us. But there is one requirement for which we must receive a letter of commitment from each dealer, before that dealer will be eligible to receive even his initial order of the Elite.

Attached you will find a Lotus Elite Mechanical Training Letter of Commitment, for the mechanical training school to be held in Chicago and New Orleans. Until this commitment is returned, signed, by the dealer, that dealer shall not be able to receive any Elite until such time as time is found to arrange a second school on the Elite.

It is our desire and hopes to see that each dealer initially receives one (1) Elite, after which the cars will be allotted according to a per centage of accumulated monthly stock, over a set period of time. This per centage base will then be allotted to the dealer from Lotus Mid South's allotment from the factory.

So see to it that the commitment is signed and returned to us today. Upon receipt of the letter by us, we shall forward an acknowledgement of receipt of the letter. Should you not receive this acknowledgment within ten (10) days, IT IS YOUR RESPONSIBILITY to contact us immediately and advise us you have returned the letter, but received no acknowledgement of our receipt.

The new Lotus Elite M-50 is quite a nice car, but it must be properly serviced. So we are taking these steps to see that the cars are properly presented to the public.

I am sure you will agree that this is in the best interest of all concerned, and well within reason.

We are introducing a fine machine, which, if properly serviced will build all of the Lotus Dealers a fine and prosperous future. Therefore, we are taking this measure to see that the future of the car is insured by having properly trained personnel servicing the car.

Thank you for your time and attention, and please see that the attached form is completed immediately and returned to Lotus Mid South, inc., via Air Mail today.

Lotus Mid South, inc.

  
Wayne A. Benton, Pres.



# LOTUS DEALER NEWS

May 9, 1974

Bulletin # 112

Subject: Elite Parts/Tool package

AS YOU ARE ALL AWARE, NOW, THE ELITE IS ON THE WAY. SHORTLY YOU WILL ALL BE RECEIVING THESE CARS ON YOUR SHOWROOM FLOOR.

BUT BEFORE WE WILL ACCEPT ORDERS FOR THESE CARS (ELITES) WE MUST HAVE SEVERAL THINGS FROM THE DEALERSHIP. THEY ARE:

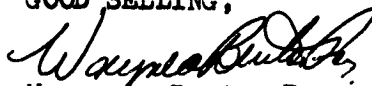
- 1) Mechanical training (Bulletin # 111) of personnel in your service department.
- 2) Parts and tool package order with payment attached.

IT IS UNFORTUNATE THAT WE MUST STIPULATE THESE REQUIREMENTS, AS MOST DEALERS ARE QUITE GOOD ABOUT THEIR PACKAGES AND ORDERS, BUT A FEW NEGLECT AND FORGET THEIR PROMISES, SO THE FEW ARE REQUIRING THESE MEASURES FOR ALL.

OUR INTENTION (LOTUS MID SOUTH) IS THAT ALL DEALERSHIPS WHICH RECEIVE CARS WILL BE BOTH TRAINED AND STOCKED IN PARTS TO SERVICE THE CONSUMER.

THIS REQUIREMENT IS IN THE BEST INTEREST OF ALL DEALERS AND WILL HELP EVERYONE SELL MORE CARS. YOU KNOW YOURSELF, THAT MANY TIMES IN THE PAST NEW CARS HAVE BEEN INTRODUCED INTO THE MARKET WITHOUT PROPER PARTS AND/OR SERVICE BACKUP, WITH SALES SUFFERING PERMANENTLY. SO, BEARING THIS IN MIND, WE HAVE SET UP THE PREVIOUS REQUIREMENTS.

GOOD SELLING,

  
Wayne A. Benton, Pres.

ELITE THE START OF A NEW ERA

The condenser is located in the left front fender, ahead of the fender wall, just under the headlight and behind. The unit is completely enclosed, with an electric blower fan, picking up air from just behind the spoiler on the front, thereby, not "robbing" any air from the radiator intake.

Attached you will find an attempt at copy of the pictures, and along with the above, you might be able to make some sense from the pictures.

Just as soon as we have a firm delivery date, and prices, you will be notified.

Also, other than the engine mount, this unit will fit nicely into the push-rod Europa S2, and when we pick up the Twin cam from the company, we will leave a S2 so that they can proceed immediately in designing the S2 engine mount.

Again, we fully understand your need for the unit, and appreciate your patience in waiting on the development.

Sincerely,



Wayne A. Benton, Pres.  
Lotus Mid-South, inc.


Make sure that all service personel are aware of the above, as we will not pay warranty on such operations without prior written approval, or a verbal warranty authorization code number.

Sorriry we don't have an immediate "miracle worker" for the problem. but the factory is working on it.

Any cars experiencing this problem that are near the end of their warranty period will have an extended warranty on this area only when it is forwarded from the factory.

Thank you for the attention and good selling.

Lotus Mid-South, Inc.

  
Wayne Benton, Pres.

The above is not necessarily all of the coverage, but to date this is the coverage you may expect.

Currently we are working on several radio and T V spots also, so expect some word on this in about 90 days.

With introduction of the M-50, 4 passenger there will be additional "kick off" introduction ads with the new model.

Good selling, lets keep the wheels rolling off the showroom.

Yours truly,

Lotus Mid-South, Inc.



Wayne Benton, Pres.