**Lotus wins two Red Dot design awards**

**London, UK – June 25, 2024**

Lotus has won two Red Dot Awards in Product Design for its next-generation hyper electric vehicles – Eletre, its hyper-SUV, as well as Emeya, its hyper-GT.

The annual Red Dot Awards: Product Design is globally recognised as one of the biggest creative competitions in the world. The award celebrates outstanding design quality based on four core principles including aesthetically pleasing, functional, smart and innovative.

Both cars were highly praised by a jury of 39 leading design experts for bringing Lotus’ rich 76-year heritage in British sportscars design and engineering to new vehicle segments. Eletre and Emeya are a new breed of hyper lifestyle electric vehicles, blending together Lotus renowned dynamic performance with world-class refinement, technology and comfort. By doing this, Lotus is able to offer drivers electric cars that are fun to drive, versatile and practical for everyday use.

“Eletre and Emeya embody the core Lotus DNA design values of raw emotion, performance and sophistication, whilst progressing the brand into the future as new forms of lifestyle electric vehicles,” said **Ben Payne, Vice President of Design, Lotus Group.** “We are at a transformational stage in the company’s history. As we scale, it's a huge honor and testament to the creative spirit of the team to be globally recognised for best product design by Red Dot.”

Eletre first launched in 2022 and has won multiple awards including GQ Magazine’s SUV of the Year 2023, as well as iF Design Award 2024 for its HyperOS infotainment system, which is also available in Emeya.

For further information on the Eletre and Emeya, please visit: [www.lotuscars.com/](http://www.lotuscars.com/)

**ENDS**

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**About Lotus**

Lotus is a global performance brand built on solid foundations and a rich heritage. Since the formation of Lotus in 1948, it has been pioneering true automotive innovation, introducing cutting-edge technologies and designs to meet its uncompromising vision of how a car should look, perform and feel. Lotus Group is made up of a high-performance sports car business, Lotus Cars, and an all-electric luxury mobility provider, Lotus Technology. Together, we are setting a new standard for automotive excellence.

The **[Lotus Media Site](https://media.lotuscars.com)** contains news, images, films, technical specifications and full details of current models, as well as heritage cars and engineering technology.

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