



FOCUS 2030

AN UPDATED ROADMAP

MAY 2026

FOR THE DRIVERS



Since 1948, Lotus has advanced through ingenuity, engineering innovation, and a pioneering spirit forged in racing. From founders Colin and Hazel Chapman to world champions like Jim Clark and Ayrton Senna, ours is a story shaped by people, performance, and an enduring passion for pushing what's possible.

We have always refused to follow.

Lotus has shaped automotive culture by redefining the limits of performance in racing and building the most engaging road cars in the world.

That doesn't stop now.

78 YEARS OF REDEFINING WHAT'S POSSIBLE
INNOVATING
ON THE TRACK AND THE ROAD



“Lotus was born from the rebellious spirit of Colin Chapman, and that is not lost today. Focus 2030 will reset both the brand and the business, keeping us true to our DNA. We are obsessed with engineering, performance, and building drivers' cars, and that is what will grow this business.”

FENG QINGFENG
CEO LOTUS GROUP

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FOCUS 2030

The market has evolved and so have we.

Focus 2030 is our north star.

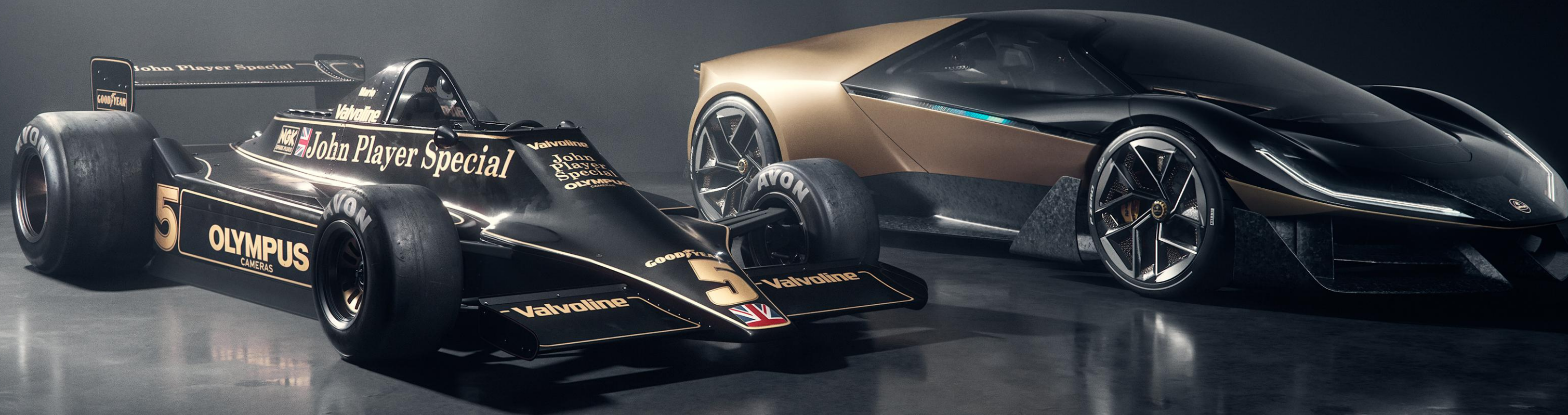
We have adapted our strategy to realign around our brand DNA, set a clear roadmap, and future-proof our commercial operations.

Focus 2030 is built on four core pillars:

- Brand reinforcement.
- A multi-powertrain strategy.
- Close partner collaboration.
- Financial discipline.

REINFORCE THE BRAND'S CORE DNA

Focus 2030 puts the Lotus DNA at the heart of every decision. Regardless of product or powertrain, every Lotus has been, and will always be, developed against the same set of guiding principles: lightweight design, aerodynamics, obsessive engineering, and driver engagement.



*Model shown: Theory 1 non-production vehicle

WE ARE A PERFORMANCE BRAND.
WE BUILD DRIVERS CARS.
WE ARE BORN OUT OF RACING.

A HISTORY OF INNOVATION

Lotus has always been an early adopter of new technologies and innovation as part of our founding philosophies. Lotus has always investigated alternatives to standard ICE solutions and fuels to power their cars. From pioneering turbine engines to bio-ethanol and hybrid systems – the story carries on today.



1971
TYPE 56B

A groundbreaking gas turbine-powered four-wheel-driven Formula 1 car.



2006
EXIGE 265e CONCEPT

Lotus' first experiment using bio-fuels to power our lightweight sports cars.



2010
EVORA 414e CONCEPT

The first hybrid Lotus, using a small petrol powered engine as a range extender.

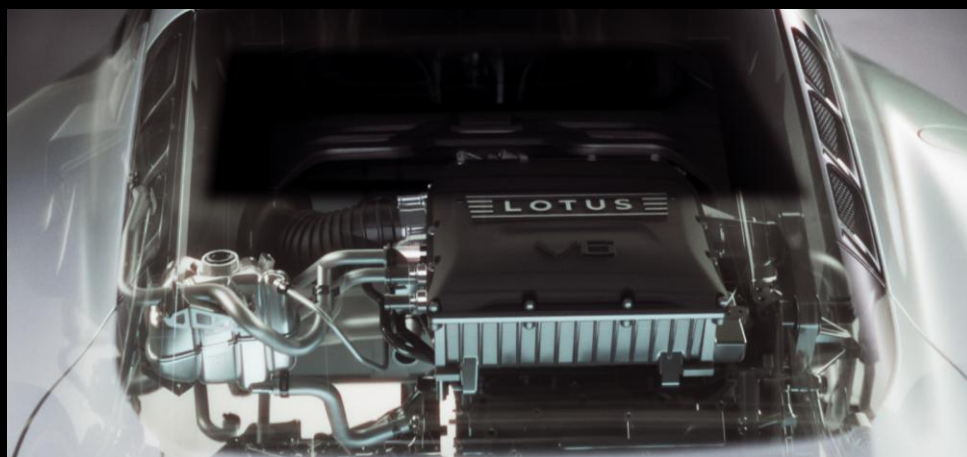


2019
EVIJA

The first fully electric Lotus, and the first ever British EV Hypercar.

MULTI POWERTRAIN AGILITY

We're adapting and delivering quickly to the market. EV, PHEV, and ICE co-exist across our portfolio, giving us an agility and ensuring we meet customer needs. We'll go fully electric as and when our customers are ready.



ICE

The Emira — our mid-engine sports car — is one of the most loved cars in its class. It is fast, beautifully balanced, and built with the kind of obsessive attention to driver feel that only Lotus can deliver. Its continuity is a reflection of something simple: people still love combustion engine sports cars and want them. They love the raw, visceral, analogue feel.

EMIRA

BEV

Electrification has enabled us to diversify our portfolio and bring new customers to the brand with Eletre (SUV), Emeya (GT), and Evija (Hypercar). They provide our business with a volume growth engine, underpinning our sports car operations. We were the first brand to bring 800V architecture to an EV SUV and GT. We remain committed to continued BEV innovation.

ELETRE, EMEYA, EVIJA

HYBRID

Hybrid technology will play a central role, serving specific customer needs. First to come is X-Hybrid, a proprietary technology with a unique blend of ICE and BEV performance expertise that delivers long-range, flexibility, and practicality alongside sustained high performance and driver engagement.

ELETRE X, TYPE 135

X HYBRID

TECHNOLOGY

X-Hybrid demonstrates Lotus' technology innovation leadership and is designed to deliver on Lotus' core brand principles.

- 900V architecture and up to 952 PS and 935 Nm of torque, putting the vehicle in super-SUV territory and amongst the luxury high performance benchmarks.
- EV-only range of up to 350 km; comprehensive range exceeding 1200 km (under WLTC) , without refuelling or charging.
- 0-100 km/h in 3.3 seconds, with sustained performance and minimal degradation (10% power level, 0-100km/h acceleration in 3.5 seconds).
- 70 kWh battery charging from 20-80% in just 9 minutes, making it one of the fastest charging electrified vehicles to come to market.
- 48-volt active anti-roll system; dual-chamber air suspension with dual-valve dampers reacting in as little as two milliseconds; and six-piston brakes from Brembo. All delivering the world-class dynamics, handling and driver feel that customers know from Lotus.
- 360-degree performance and everyday useability without compromise.



WHAT'S NEXT?

Reaffirming the brand's performance DNA, the next development of Lotus' proprietary hybrid technology will be the unveiling of its first-ever supercar, the Type 135, planned for delivery in 2028.

This will be an all-new car, featuring a V8 hybrid powertrain with over 1000PS.

Further details to be announced later this year. Watch this space.



OUR PRODUCT PORTFOLIO



BUILT TO COMPETE GLOBALLY

Lotus' close collaboration with its major shareholder Geely Holding Group, is central to Focus 2030. We are working together on technology development, supply-chain competitiveness and manufacturing efficiencies to increase Lotus' go-to-market speed, global scale and margin resilience.

The partnership gives Lotus access to world-class electrification capabilities and resources, while Lotus contributes its globally recognised performance engineering expertise and brand equity to its portfolio.



RESTORING FINANCIAL DISCIPLINE

Focus 2030 sets a clear commercial direction for the business, with a focus on targeted volumes, stronger margins, and greater emphasis on personalization. Lotus is guiding towards a steady ramp-up to 30,000 sales units annually as its full model line-up stabilizes, enabling the business to reach sustained profitability.

North America:

Strategy anchored in sports cars, with a new SUV market opportunity in Canada.

Europe:

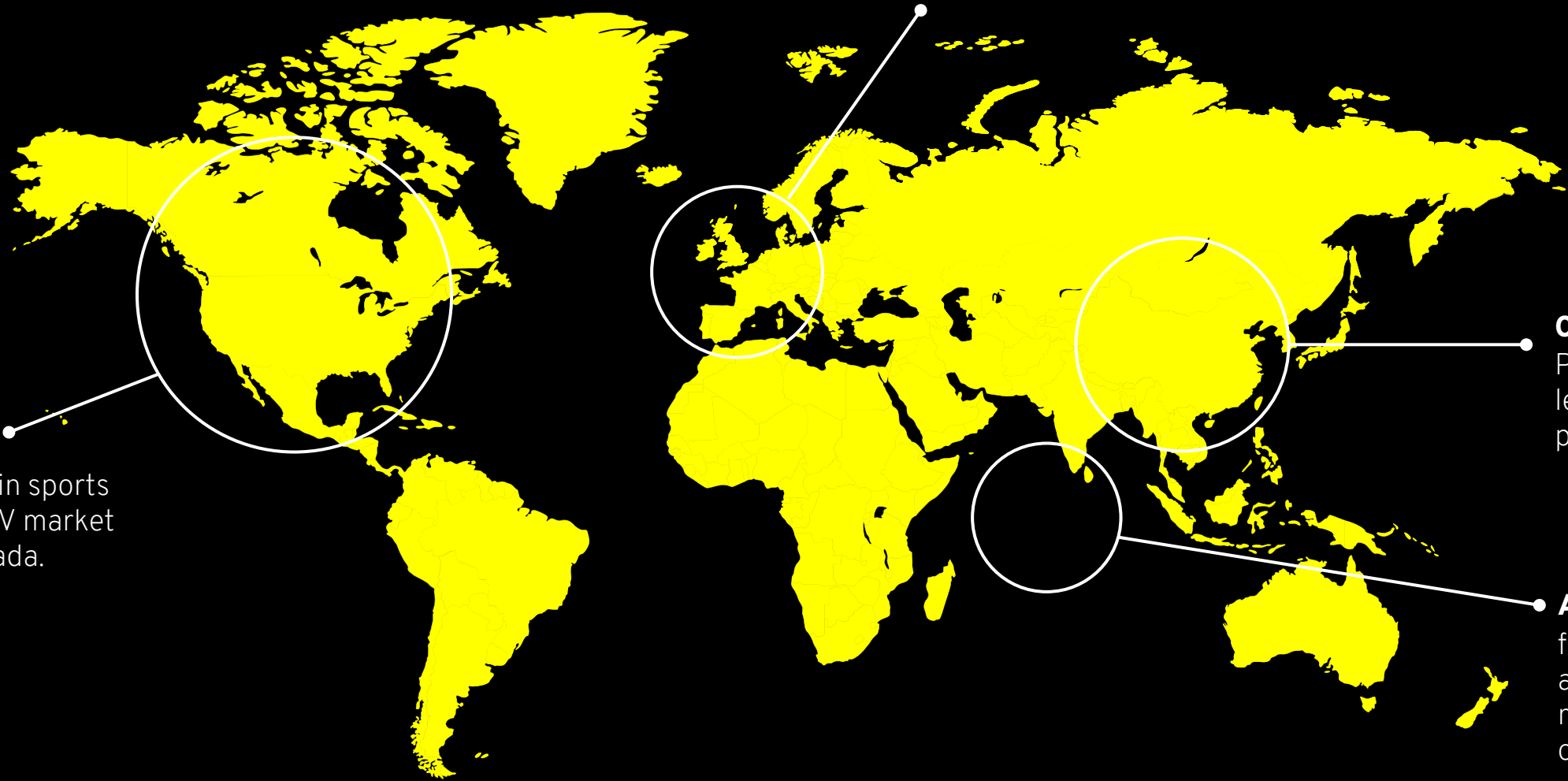
Building on racing heritage and British engineering brand equity across a diverse powertrain portfolio.

China:

Primary volume growth engine, leveraging strong demand for premium new energy vehicles.

APAC and Middle East:

foundations have been developed, and the brand is now active in 25 markets across the region, providing opportunities to reach new customers.



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