Close up of a car headlight

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PETER HORBURY (1950-2023)

**Hethel, UK – Saturday 1 July 2023**

It is with great sadness that we announce the death of Peter Horbury, Executive Vice-President of Design, Group Lotus.

He passed away earlier this week while visiting colleagues in China, doing what he has always done – leading, inspiring and mentoring others to challenge conventions and be the best that they can be.

Peter was the most charismatic man, and one of the most influential automotive designers that the UK has ever produced. He joined Lotus in 2021, the culmination of a career which had lasted nearly half a century, and which saw him design some of the world’s most significant and pioneering cars.

Prior to joining Lotus, Peter was Executive Vice-President of Design for the Geely Group, overseeing the design for a huge portfolio of vehicles for its many brands. He had previously held senior global positions at Ford, Volvo and Chrysler.

Feng Qingfeng, CEO, Group Lotus, commented: “Peter’s timeless design is his legacy, and it can be found on roads across the world today, enjoyed by millions of drivers. His many friends, colleagues and admirers at Lotus, across the wider Geely business, and in the global automotive industry will all miss him greatly.”

Our thoughts are with Peter’s family and friends, and we would request that their privacy is respected at this difficult time.

Ends

**Notes to Editors**

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

For the latest news and information from the Lotus PR Team please follow:

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**Lotus Cars** is based in Hethel, Norfolk, UK, and is the global HQ for sports car and hypercar manufacturing operations, Lotus Advanced Performance and the iconic 2.2-mile test track. Lotus Cars builds world-class high-performance cars, born out of legendary success on the racetrack including 13 FIA Formula 1 world titles and many other championship honours. In July 2021 Lotus unveiled the all-new Lotus Emira, its last petrol-powered sports car and best-of-breed, and in July 2019 it launched the Evija, the world’s first all-electric British hypercar. In March 2022 Lotus revealed the Eletre, the world’s first all-electric hyper-SUV. Customer deliveries will begin in 2023. An all-electric sports car (codenamed Lotus Type 135) is currently being designed and engineered at Hethel.

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Description automatically generatedLotus Engineering** provides comprehensive consultancy services to many of the world's OEMs and Tier 1 suppliers. It is internationally recognised for its long-standing contribution to ground-breaking engineering and innovative vehicle development. Its expertise extends beyond automotive; in August 2021 a Lotus Engineering-developed track bike helped Team GB’s cyclists win seven medals, including three golds, at the Tokyo Olympics. An international consultancy with offices around the world, Lotus Engineering is headquartered at the Lotus Advanced Technology Centre on the University of Warwick’s Wellesbourne Campus in the UK.

**Lotus Tech** is an affiliate company of Group Lotus, established as part of the Vision80 strategy that was launched in 2018. Its European sites include Lotus Tech Creative Centre (LTCC) in Coventry, UK, and Lotus Tech Innovation Centre (LTIC) in Raunheim, Germany. Lotus Tech is dedicated to delivering smart lifestyle battery electric vehicles (BEVs) such as the Eletre. Lotus Tech is focused on R&D in next-generation automobility technologies such as electrification, digitalisation and more. In addition to the Lotus Eletre, Lotus Tech plans to launch further BEV models including a sports sedan (Type 133) another SUV (Type 134) and more, as Vision80 reaches maturity in 2028.

**Group Lotus** is either the parent company of or affiliated with the above. In 2017, Geely Holding Group, one of the fastest growing automotive groups in the world, acquired a 51% stake in Group Lotus. The other 49% is owned by Etika Automotive, a Malaysian conglomerate.