**Lotus launches exclusive race-inspired Emira Limited series**

* **5 exclusive Emira Limited liveries, limited to just 12 units each**
* **Emira Limited visualizes Lotus' Formula one-inspired DNA**
* **Prelude to European launch of Lotus 'Chapman Bespoke' personalization program in 2025**

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Lotus unveils an exclusive Emira Limited series, based on its renowned [four-cylinder Emira sports car](https://media.lotuscars.com/en/news-articles/emira-the-most-powerful-four-cylinder-lotus-sports-car-ever.html?highlight=emira+cylinder), embodying a vivid homage to the brand’s legendary racing heritage. This collection features five distinctive liveries, each inspired by the iconic Lotus racing DNA, limited to just 12 units per design. Set to be available across 12 selected European markets, the Emira Limited series honours Lotus’s storied past with the symbolic “12” paying tribute to Formula One driver Ayrton Senna’s famous starting number during his Lotus years.

The Emira Limited series also signals the beginning of a new era in customization, offering a preview of what’s to come with the ['Chapman Bespoke'](https://media.lotuscars.com/en/news-articles/lotus-chapman-bespoke.html) personalization program, launching in 2025. With this vibrant introduction, the British marque hints at a future where each Lotus can be tailored to the personality and preferences of its driver, making each model truly unique.

**Lotus Formula One inspired designs**

Beginning of this year, the 'First Edition' heralded the market launch of the Emira sports car equipped with the powerful mid-engined four-cylinder from technology partner AMG. Now Lotus extends the range with the Emira Limited. The distinctive bespoke exterior details of the 5 Emira Limited liveries are all factory supported and are actually part of the overall paintjob of the cars, applied in the Hethel factory in the UK. Apart from its special looks and exclusive black Lotus logos, the Emira Limited can be recognized by the stylish 'Emira Limited 1/12' badges on the B pillars and dashboard. The chosen color schemes are a clear reference to the historic Lotus Formula One cars. Some of the Emira Limited liveries also provide a direct, visible link to Ayrton Senna's iconic starting number 12. To conclude, each Emira Limited comes with a certificate of authenticity, further enhancing the car's uniqueness and ensuring its value to collectors.

From 2025 onwards the new 'Chapman Bespoke' personalization program will provide European customers the opportunity to further add personal notes to their new Emira and all other models from the Lotus product portfolio in detail - both externally and in the interior.

**Five Emira Limited liveries**

Lotus will release the Emira Limited in five recognizable liveries, each inspired by different Lotus Formula one liveries from the past.

* **Emira inspired by the Lotus Type 99T:** this vibrant yellow with blue accents recalls the Lotus Type 99T Formula 1 car with which Ayrton Senna competed successfully in the 1987 season. With Senna at the wheel, the Type 99T was the first F1 car with the Lotus innovation of active suspension to win a Grand Prix – Monaco – a feat that he repeated at Detroit; The Lotus Type 99T achieved eight podiums and helped Lotus and Senna to third places in the Constructors and Drivers championships. The iconic Lotus race number 12 is present on each side of the car in blue colour and tie in with the black brake calipers, front and side air intakes and the 'LOTUS' brand name on the rear.
* **Emira inspired by Type 97T:** This is an elegant interpretation of the 1985 Formula 1 car, in which Ayrton Senna famously secured his first Grand Prix win, in the wet. Senna’s teammate, Elio de Angelis then won the following race at San Marino, with Senna gaining his second Grand Prix win later in the season at Spa-Francorchamps. Overall, the Type 97T achieved nine podiums that year and helped Lotus and Senna to third places in the Constructors and Drivers championships. It is a dark Shadow Grey with gold livery. The race number 12 is present on each side of the car also in the iconic gold and match the gold wheels.
* **Emira inspired by Type 86:** In 1980 Lotus revolutionised the F1 world with the twin chassis Type 86. A one-off prototype for the following year’s groundbreaking Type 88, one chassis of the Type 86 fulfilled the aerodynamics supported the radiators, and the other chassis was for the driver and suspension, and to which the engine and gearbox were mounted. This Emira shows in a blue livery with red and silver stripes, the colours of the Team Lotus sponsor at the time. The 'LOTUS' brand name on the rear, and it features the number 11, both in matching silver.
* **Emira inspired by Type 78**: The Type 78 pioneering 1977 Lotus Formula 1 car introduced the concept of an underfloor wing shape to create a low pressure, forcing the car into the ground through aerodynamics. This also had the potential of reducing drag and maximising downforce to achieve race-winning performance. The Type 78 was a very successful design, taking seven Grand Prix wins and eleven podiums through 1977 and into the early 1978 season. The Emira is in a dark Shadow grey and gold livery. Number 5 (Mario Andretti’s Type 78 race number in 1977 and 1978) with a half “Union Jack” is painted on the side and the gold and red details are carried over to the calipers and front splitter.
* **Emira inspired by Type 25:** The Lotus Type 25 is one of the most important Formula One cars of all time. Famously driven by Jim Clark to the 1963 F1 Constructors and Drivers World Championships and winning 14 Grand Prix and achieving 18 podiums from 1962 to 1965 as it introduced the aircraft-style monocoque instead of the more conventional tubular spaceframe chassis. This gave benefits of strength, rigidity and safety and smaller cross-sectional area so that the Type 25 was the slimmest Formula 1 car the sport had ever seen. A significant safety feature of the Lotus Type 25 was the aircraft-style bag fuel tanks, mounted either side within the frame. They were lightweight, flexible and strong, reducing the chance of fuel leaks in the event of an accident. This Emira in a Dark Verdant Green body colour with painted Hethel Yellow striping and black brake calipers is reminiscent of the Type 25’s winning 1963 season. Its interior in Black Alcantara and Yellow stitching complete the racing-oriented design.

The five x twelve Emira Limited units are now available to order from Lotus dealerships in the 12 European countries (Switzerland, Italy, Austria, Spain, Luxembourg, France, Sweden, Norway, Belgium, the Netherlands, Germany and Denmark) in which they are exclusively offered.   
  
Prices of the Lotus Emira Limited in Europe starting from € 98.107.   
  
More information on the Lotus Emira Limited and the legacy behind its historic liveries is available at [lotuscars.com/emira/limited](https://www.lotuscars.com/emira/limited).

**Emira: an exciting ride**

The Emira marks the entrance to Lotus' current production range, and together with the even more powerful Emira V6, pays tribute to a finite era of legendary Lotus models that solely rely on internal combustion engine power. With its smooth surfaces and sharp lines, the Emira overtly takes inspiration from the design of the Lotus Evija hypercar. Beneath its skin, and ahead of the rear axle, lies a 360 hp and 430 Nm strong 2.0-litre turbo engine from technology partner AMG, tuned by Lotus' specialists in Hethel. The engine is combined with a lightning-fast 8-speed dual-clutch automatic transmission. In the Emira, that combination provides a 0-100 km/h acceleration in 4.5 seconds and a top speed of 283 km/h. With which, as the basis for the exclusive Emira Limited, the Lotus Emira guarantees an agile and exciting driving experience, in full Lotus tradition.

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**About Lotus**Lotus is a global performance car brand with a solid foundation and a rich heritage. Lotus has pioneered automotive innovation since its founding in 1948, applying cutting-edge technologies and designs based on its uncompromising vision of how a car should look, perform and feel. Lotus Group consists of Lotus Cars, a high-performance sports car brand, and Lotus Technology, a provider of all-electric and luxury mobility. Together, we set a new standard for excellence in automotive.

The [Lotus Media Site](https://media.lotuscars.com/en/) contains news, images, videos, technical specifications and details of current models, historic cars and technologies.

Lotus Cars can be followed on social media at:

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