

**MEDIA INFORMATION Embargo: 1000 GMT, 12 January 2022**

**Lotus Tech Creative Centre:**

**a new design hub to drive forward global transformation**

* **LTCC leading design on Type 132 and other all-electric lifestyle cars from Lotus**
* **Head of studio is Ben Payne, overseen by Peter Horbury and in close collaboration with Russell Carr**
* **Creative philosophy inspired by progressive start-ups and design agencies**
* **Based in Warwickshire, in the UK’s automotive heartland**

**(Hethel, UK – 12 January 2022)** – From the start of 2022, the Geely design studio in Warwickshire has a new name – the Lotus Tech Creative Centre Limited (LTCC).

It is already playing a key role in the ongoing transformation of Lotus from a UK sports car company to a global performance car business and brand.

The LTCC team continues to be led by highly experienced designer Ben Payne in the role of Managing Director / Head of Studio. He commented: “More than just a traditional automotive design studio, the LTCC philosophy is inspired by the mindset of start-ups and creative agencies – open, progressive, and pioneering. Our vision is to nurture a culture for diverse creative minds to meet and empower each other beyond the classic automotive structures and processes.”

Based in the UK’s automotive heartland, LTCC is a world-class automotive design facility delivering the complete range of disciplines – design strategy, exterior and interior design, user interface and user experience design, visualisation, studio engineering, digital and physical modelling, plus colour, materials and finish. It has everything to support Lotus’ expanding design workstreams.

Under Ben’s guidance, the LTCC team has taken the lead on creating a highly desirable range of all-new, all-electric lifestyle cars for the next generation of Lotus customers.

Together they have taken the core principles and Lotus DNA from more than 70 years of sports car design and evolved them. The result – which will receive its world premiere in the spring – is the first ever performance SUV from Lotus, the Type 132, and it will be followed by a four-door sports coupe (Type 133) and a smaller SUV (Type 134) in the coming years.

LTCC is working in close collaboration with the design team at Hethel, led by Russell Carr, which will continue to spearhead Lotus’ global sports car programmes. The Type 135, the first EV sports car from Lotus, is already in development.

Overseeing the work of both design studios is Peter Horbury, appointed Senior Vice President, Executive Advisor, Design at Lotus last September. He commented: “LTCC and Lotus Design at Hethel are now aligned as creative centres of excellence to develop and deliver the Lotus design vision. They are already collaborating closely with the other Lotus facilities around the world, such as Lotus Tech HQ in Wuhan, China, and Lotus Tech Innovation Centre in Raunheim, Germany.”

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**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.

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**About Lotus**

**Lotus Cars** is based in Hethel, Norfolk, UK, and is the global HQ for sports car and hypercar manufacturing operations, the Lotus Advanced Performance Centre 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 and best-of-breed petrol-powered sports car. The first customer cars will be delivered in 2022. In July 2019 it launched the Evija, the world’s first all-electric British hypercar. Customer deliveries will begin during 2022.

**Lotus 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 Technology** is the global ‘intelligent technology’ division based in Wuhan, China. Its role is to accelerate innovation in the fields of batteries and energy management, electric motors, electronic control systems, intelligent driving, intelligent manufacturing and many more. It will oversee the manufacture of a range of premium Lotus lifestyle electric vehicles in Wuhan starting in 2022.

**Lotus Group** is the parent company of the above subsidiaries and others. It is part of Geely Automotive, the fastest-growing automotive group in the world. Geely has a 51% controlling stake, with 49% owned by Etika Automotive, a Malaysian conglomerate.