**Lotus at IAA Mobility 2025: Germany Premiere of the Theory 1,   
Ayrton Senna’s Lotus 99T and current model lineup at Königsplatz**

* **Location: Königsplatz, Munich**
* **Germany Premiere: Concept Car Theory 1**
* **Line-up: Lotus 99T, Emira Limited, inspired by the Lotus 99T, Lotus Eletre, Lotus Emeya**
* **Interviews: Ben Payne, Vice President of Design (by appointment)**

**Munich, September 4, 2025 –** Lotus will make an impressive appearance at IAA Mobility 2025 at Munich’s Königsplatz. The highlight is the German premiere of the concept car Theory 1, which embodies the future of intelligent sports cars. The presentation is complemented by a tribute to Ayrton Senna with his legendary Lotus 99T F1 car and the exclusive special edition Emira Limited, inspired by the Lotus Type 99T. In addition, the all-electric Hyper-SUV Eletre and the Hyper-GT Emeya complete the model lineup, demonstrating how Lotus seamlessly blends tradition, innovation, and electrification for the future.

**Theory 1 – The Design Future of Lotus**

Theory 1 is a concept car that reflects the new Lotus design manifesto, “The Lotus Theory,” that will form the foundation for all future Lotus cars, encapsulated through three core principles - Digital, Natural and Analogue (DNA). Digital represents a connected, immersive, and intelligent driving experience. Natural stands for emotional, human-centered design. Analogue symbolizes the continuous development of performance engineering. All three deliver the purist driving experience for which Lotus is known for.

The vehicle features the innovative LOTUSWEAR™ driver system, which interacts in real time with both driver and passengers. Combined with sustainable materials, minimalist design, and a central driver’s seat, Theory 1 sets new standards for intuitive operation, comfort, and driving dynamics.

“With Theory 1, we’ve built on everything Lotus has achieved so far in its 77-year history, to push the boundaries for what it means to drive a performance vehicle. We want to demonstrate that you don’t need to compromise – with both digital and analogue capabilities working harmoniously in the future car. In doing this, we are able to bring drivers the best possible immersive driving experience with raw emotion, functionality and connectivity, at the core,” explains Ben Payne, Vice President of Design at Lotus.

Media representatives can arrange exclusive interviews with Payne at the Lotus stand.

**Motorsport Heritage Inspires Sports Car Design: Ayrton Senna’s Lotus 99T and Emira Limited, inspired by the Lotus Type 99T**

At IAA, Lotus bridges its rich history with the future. The original Lotus 99T F1 car, with which Ayrton Senna won in Monaco and Detroit in 1987, will be a special highlight at the show. Complementing this, Lotus will present the Emira Limited, inspired by the Lotus Type 99T, featuring a yellow paint scheme with blue accents that reference the legendary race car. Only twelve vehicles worldwide are available in this special livery. Both models embody the brand’s heritage and innovative spirit in motorsport.

**All-Electric Performance Cars: Hyper-SUV Eletre and Hyper-GT Emeya**

Lotus will also showcase its all-electric models at IAA. The Hyper-SUV Lotus Eletre combines outstanding performance of up to 918 hp with the highest level of comfort. Advanced driver assistance systems and a range of up to 600 kilometers ensure sporty driving dynamics over long distances. The four-door Hyper-GT Lotus Emeya accelerates from 0 to 100 km/h in just 2.78 seconds, reaches speeds of up to 256 km/h, and combines luxurious comfort with Lotus’s sporting DNA. Both models demonstrate how Lotus merges sports car heritage with luxurious electrification.

With the presentation of the Theory 1, historic and sports Lotus models, and the all-electric lineup, Lotus at IAA Mobility 2025 once again underscores the brand’s vision for the future: uniting performance, innovation, and design while carrying the thrill of driving into the future – all in line with the motto “Are you a Driver or What?”.

**Notes to Editors**

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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 is made up of a high-performance sports car operations unit, Lotus Cars, and a leading luxury mobility provider, Lotus Technology. Together, we are setting a new standard for automotive excellence.

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

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