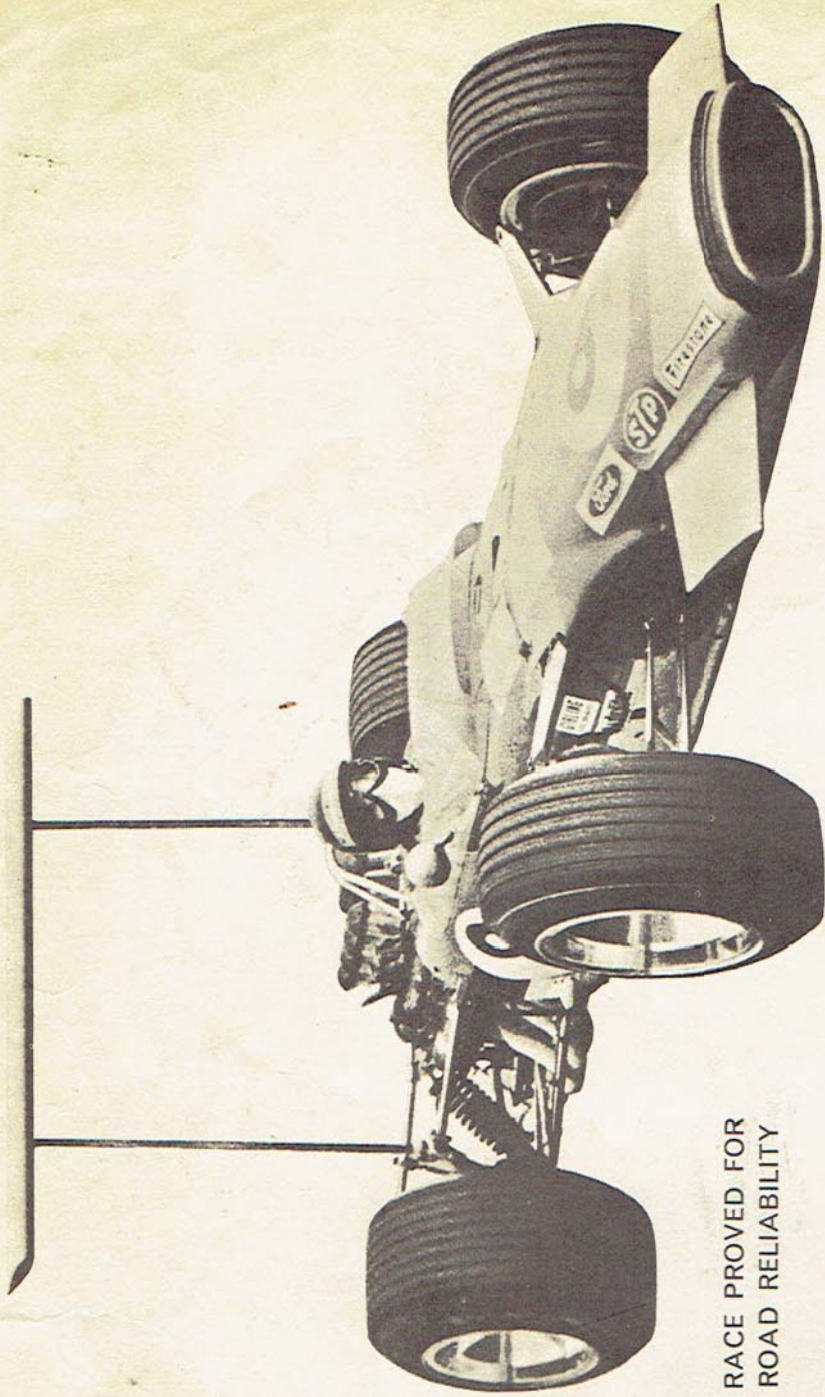




Colin Chapman, B.Sc., F.R.S.A.
CHAIRMAN OF GROUP LOTUS



RACE PROVED FOR
ROAD RELIABILITY

Colin Chapman says . . .

In designing and developing the Lotus EUROPA, we set as our design objective the production of a G.T. car combining outstanding good looks with the now famous Lotus standards of road holding, safety and reliability. At the same time we set out to introduce styling which would have an immediate appeal in markets all over the world.

After two years of improvement and development following experience in every major world market, the new S.2 model incorporates over fifty refinements from electric windows to a detachable chassis, making the car even quieter, more durable and more accessible to your mechanic. The EUROPA needs no salesman to tell you of its obvious merits, just the ignition key, so if you have never experienced personally the very high standards set by Lotus in the fields of road holding, performance, braking, styling and driver comfort ask your dealer for the ignition key, you will not be disappointed.

A. C. B. CHAPMAN, B.Sc., F.R.S.A.