

LOTUS DEALER NEWS

Bulletin # 100

SUBJECT: 1974½ MODEL EUROPA PRICES.

SPECIFICATION CHANGES:

The basic car remains the same with the addition of the following improvements which will greatly increase the sale appeal of the Europa:

- Interlocking system
- Champagne interior
- Cloth inserts in seats
- Map pocket located between seats
- Carpeted front and rear storage areas
- Twin gas strut support for rear deck lid
- Improved dash pad

Considering the above in mind, plus the problems which the U.S. dollar has gone through in the world market, the following prices are quite within reason.

	<u>DEALER COST</u>	<u>SUGGESTED LIST</u>
LOTUS EUROPA SPECIAL	\$ 6,145.44	\$ 7,291.84
Dock preparation charges	85.00	85.00
Optional Extras:		
Five speed gearbox	300.00	350.00
Champagne	35.00	48.00
Tinted glass	78.00	100.00
Metalic paint	72.00	90.00
Dealer predelivery	-	100.00

Once you have seen the cars, you will all agree with me that this is going to be one of the best selling models of the Europa to date.

Good selling, and keep up the good job!

Sincerely,



Wayne A. Benton, Pres.
Lotus Mid-South, Inc.