

LOTUS[®]

LOTUS ELETRE Starts Taking Orders in China

Jun 01, 2022

LOTUS debut its first electric Hyper SUV - ELETRE in China on June 1, 2022 and started receiving reservation orders with a refundable deposit of RMB5,000.

ELETRE is a product of LOTUS global R&D teams jointly, including those from China, UK, Germany, Sweden, etc. It inherits the unique aerodynamic design and hyper performance genes of LOTUS sportscar, and applies the most advanced automobile technologies.

LOTUS plans to deploy about 50 retail stores in over 20 cities in China this year. Globally marketing and service network will expand in 10 countries this year including China, the UK, Germany, France, Netherlands, etc.



(Photo: Yan Qing, Chief Marketing Officer)

Flavio Friesen, Senior Chief Engineer