

# LOTUS

## **Motul to support Lotus Cup Europe**

Lotus Cup Europe, the only race series officially sanctioned by Group Lotus is pleased to announce that specialist lubricants supplier Motul will join the series as sponsor and technical partner. With a presence in many areas of international motor sport and a commitment to evolve their products alongside the fast-moving engine technology of today, Motul's support will be welcomed by organisers and competitors alike.

A technical team from Motul will attend all 2010 Lotus Cup Europe events, starting with the opening round at Nurburgring (Germany) on 1<sup>st</sup> May. Whilst at Nurburgring drivers will be able to take part in a technical briefing by representatives of the oil company where they will also be presented with a Motul welcome pack.

With its head office in Paris, France, Motul has enjoyed a long involvement in motor sport. Originally established as Swan & Finch in New York in 1853, the company specialised in the production of high quality lubricants from the outset, expanding into the European market in 1932. The company name change to Motul after the entire operation was switched to France, from where premium performance products are now sold into 65 countries.

Motul have consistently been pioneers in the industry, highlighted

- 1953 – Motul produced the World's first Multigrade Oil.
- 1966 – Motul produced the World's Semi Synthetic oil.
- 1971 – Motul produced the World's first 100% Synthetic oil with Ester.
- 2004 – Motul produced the World's first Double Ester technology –300V Engine Oils

In addition to providing technical help and advice to the series Motul will also be providing sponsorship that has enabled Lotus Cup Europe to put together a season long TV package. For the first time the series will have all rounds broadcast across Europe in an hour long high quality programme which will be shown on Motors TV.

## **About Lotus Cup Europe:**

Lotus Cup Europe is a race series designed to offer Lotus owners throughout Europe the opportunity to experience some of the best race circuits with like-minded enthusiasts. It's aimed at experienced racers as well as those wishing to compete for the first time. It's four classes provide somewhere to race whatever their budget.

Lotus Cup Europe visits five countries in 2010 for seven rounds and will provide high quality racing at first class events.

Lotus Cup Europe is organised by LoTRDC in conjunction with MSVR - the racing club division of MotorSport Vision on behalf of Group Lotus.

