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[Lotus is celebrating its 70th birthday with two anniversary models](#)

Lead

We might not have seen any new sports cars from Lotus for some time, but the traditional British brands can't resist celebrating its 70th anniversary with two attractive special-edition models...



In the face of an ever more comfortable and conformist sports car culture, it's reassuring that Lotus — a company that's had its fair share of financial hardship — continues to produce its purist analogue machines. Who needs lane assistance, speed-sensitive steering, and hybrid powertrains when you could have a good old-fashioned lightweight sports car with a manual gearbox? For its 70th anniversary, Lotus has rolled out two particularly attractive special models. The Exige 70th Edition is limited to 40 examples and comes equipped with either a 350hp or 380hp version of the supercharged V6. Meanwhile, traditionalists will enjoy the Lotus Elise Cup 250 GP Edition in the brand's classic black-and-gold colour scheme, celebrating the brand's 13 Formula 1 titles.

Photos: Lotus

Gallery

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