



U.S. Department of Transportation
**National Highway Traffic Safety
Administration**

1200 New Jersey Avenue SE
Washington, DC 20590

May 31, 2013

Mr. Arnold Johnson
Lotus Cars USA, Inc.
2402 Tech Center Parkway
Suite 600
Lawrenceville, GA 30043

NVS-215KS
13V-216

Subject: Incorrect Federal Certification Label

Dear Mr. Johnson:

This letter serves to acknowledge Lotus Cars USA, Inc.'s notification to the National Highway Traffic Safety Administration (NHTSA) of a safety recall which will be conducted pursuant to Federal law for the product(s) listed below. Please review the following information to ensure that it conforms to your records as this information is being made available to the public. If the information does not agree with your records, please contact us immediately to discuss your concerns.

Makes/Models/Model Years:
LOTUS/EVORA/2013

Mfr's Report Date: May 16, 2013

NHTSA Campaign Number: 13V-216

Components:
EQUIPMENT:OTHER:LABELS

Potential Number of Units Affected: 28

Problem Description:

Lotus Cars is recalling certain model year 2013 Evora vehicles manufactured September 2012 through November 2012. These vehicles have been granted a temporary exemption from the requirement to conform to the latest passenger side advanced air bag requirements covered by Federal Motor Vehicle Safety Standard No. 208, "Occupant Crash Protection," but the affected vehicles do not contain a temporary exemption label in accordance with 49 CFR 555.9. Additionally, the affected vehicles have the incorrect date of manufacture on the Federal Certification Label.

Consequence:

An incorrect certification label may prevent the owner from determining recall applicability, potentially increasing the risk of a crash or injury.

Remedy:

Lotus Cars will notify the owners instructing them to take their vehicle to a Lotus dealer. The federal compliance label will be replaced and an exemption label will be applied, free of charge. The recall is expected to begin by the beginning of June 2013. Owners may contact Lotus at 1-770-476-6564. Lotus Cars' recall number is 2013/02R.

Notes:

Owners may also contact the National Highway Traffic Safety Administration Vehicle Safety Hotline at 1-888-327-4236 (TTY 1-800-424-9153), or go to www.safercar.gov.

Under 49 U.S.C. § 30112(a), it is illegal for anyone, including a manufacturer, distributor, dealer, or retailer to sell an item of equipment or vehicle that fails to comply with all applicable Federal motor vehicle safety standards.

Please be reminded of the following requirements:

As stated in Part 573.7, submission of the first of six consecutive quarterly status reports is required within one month after the close of the calendar quarter in which notification to purchasers occurs. Therefore, the first quarterly report will be due on, or before, 30 days after the close of the calendar quarter.

Your contact for this recall will be Kelly Schuler who may be reached by phone at (202) 366-5227, or by email at kelly.schuler@dot.gov or through the office email at rmd.odi@dot.gov. We look forward to working with you.

Sincerely,

A handwritten signature in black ink, appearing to read "Jennifer Timian". The signature is fluid and cursive, with a long horizontal stroke at the end.

Jennifer Timian
Chief, Recall Management Division
Office of Defects Investigations
Enforcement