



MARC MÁRQUEZ - Lotus ambassador



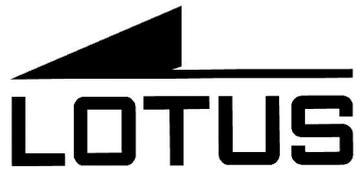
Lotus does it again in the world of motorcycle racing: the firm has signed a sponsorship agreement with Spanish rider Marc Márquez, current Moto2 standing number 2 and 2010 125 cc world champion.

Leadership and success are the words that best describe the history of Lotus watches, sector leader in Spain and indisputable reference point.

Lotus is pure action, pure adrenaline. The dynamic original designs, technological innovation and development, go hand in hand with the struggle to control time, the quest for client satisfaction, the firm's international presence... These are some of the major values identifying Lotus and that the brand shares with the enthralling world of motorcycle racing whose major characteristics are speed, power, passion, enthusiasm, the struggle against the chronometer and to dominate time, technological development, innovation to achieve ever more aerodynamic designs, the winning character of the riders and their passion for reaching the finishing line in first place.

Lotus' winning spirit and its position as leader in the Spanish market has led the brand to identify itself with winning riders who carry their spirit of leadership to the highest podiums on the international circuits.

The Lotus logo will feature on Marc Márquez's helmet next 2012 season, and we hope that together they'll make the leap to MotoGP. The Moto2 pilot will be the face of the new Marc Márquez campaigns inspired by the world of motorcycle racing, and other Lotus collection campaigns, as part of the rights the acquired by the multinational. He will also take part in several public relations events.



MARC MÁRQUEZ Collection



• Marc Márquez collection – CHRONO SQUARE

Key features:

- Men's chronograph
- Quartz movement
- Stainless steel 316L rectangular case
- Case dimension: 42,6 mm x 44 mm
- Steel/black PVD bezel
- PU strap
- Luminiscent hands
- Water resistance: 5 ATM – 50 meters

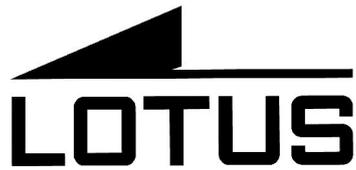


Advanced technology is essential in a multifunction watch for such a demanding sport as motorcycle racing.

Always at the edge of danger, adrenaline and with impossible goals over the horizon, the watch brand par excellence devotes an entire collection to Spanish rider Marc Márquez and presents 3 lines of watches inspired by the dangerous and exciting world of motorcycle racing.

The men's watches come in 2 chronograph models with 14 striking timepieces: 6 have rectangular cases and the remaining 8 round ones. For women, there are 8 multifunction watches with the same halo of danger as the men's models, although slightly attenuated by feminine colours and a predominance of white.

The L15773 model is a chronograph with an impressive square case surrounding a dial bearing the end of race flag. The whole is framed by a bezel marked with the twelve hours in relief. Water resistant to 100 m, this chronograph is worn with a PU strap embossed with the tread of a motorcycle tyre. A black watch with a splash of colour on the dial and two-tone strap.



MARC MÁRQUEZ Collection



• Marc Márquez Collection :
CHRONO ROUND (15778) / MULTIFUNCTION (15779)

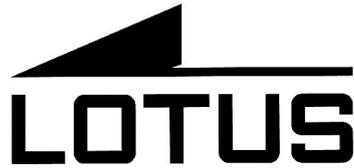
Key features:

- Men's chronograph (15778)
- Multifunction watch (15779)
- Quartz movement
- Stainless steel 316L case
- Case diameter: 44 mm (15778)
- Case diameter: 39,5 mm (15779)
- PU strap
- Luminiscent hands
- Water resistance: 10 ATM – 100 meters



The L15778 men's chronograph and the women's L15779 multifunction watch both have a round steel case, PU strap and raised, cogged bezel, emulating the racing motorcycle engine of the young Catalan; this collection also shows the daring nature of the brand. Lotus offers these watches in an extensive colour range ensuring everyone finds one to suit his or her taste.

A new series of all-round watches, ideal for sports activities or just wearing on the wrist, these models give the wearer a sporty, informal look.



FESTINA GROUP

With over 30 years of history, the Festina Group is today a prestigious international company specialised in the production and marketing of popularly priced watches, top-range timepieces, movements and precision parts.

Currently, the Group manufactures six brands of watches for the general market (Calypso, Lotus, Festina, Regata, Jaguar and Candino), two top-range brands (Perrelet and L.Leroy) and two jewellery brands (Lotus Style and Lotus Silver), to meet the full range of consumer demand.

The Group's head office is located in Barcelona while our major production centres are in Switzerland, Spain and China.

Today, the Group has eight subsidiaries (France, Germany, Italy, Benelux, Switzerland, Czech Republic and Poland, Chile and México), is present in over 90 countries on the five continents and sells over 4.5 million watches a year.

The quality of the firm's products, the excellent value for money and the special attention paid to post-sales service all contribute to making the Festina Group leader in many strategic markets.

For further information:

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