



LOTUS LAUNCHES A NEW ADVERTISING CAMPAIGN FOR THE NEW MARC MARQUEZ COLLECTION

Lotus celebrates the success of the Moto GP rider with a new collection of sports chronographs and a new advertising campaign.

Barcelona 1st November- The Spanish brand Lotus introduces the new Marc Marquez collection through a new advertising campaign which comprises a TV advert (20 and 15 seconds) and new artwork.

The campaign is inspired by the paranormal phenomena comparable to Marc's unbelievable debut Marc in the world of Moto GP. He is currently the championship leader and is rewriting motorcycling history. The campaign presents him as somebody from another world. The text used in the visuals expresses this concept:

"From another planet. Where nobody asks who is he or where is he going. Just when he'll get there"

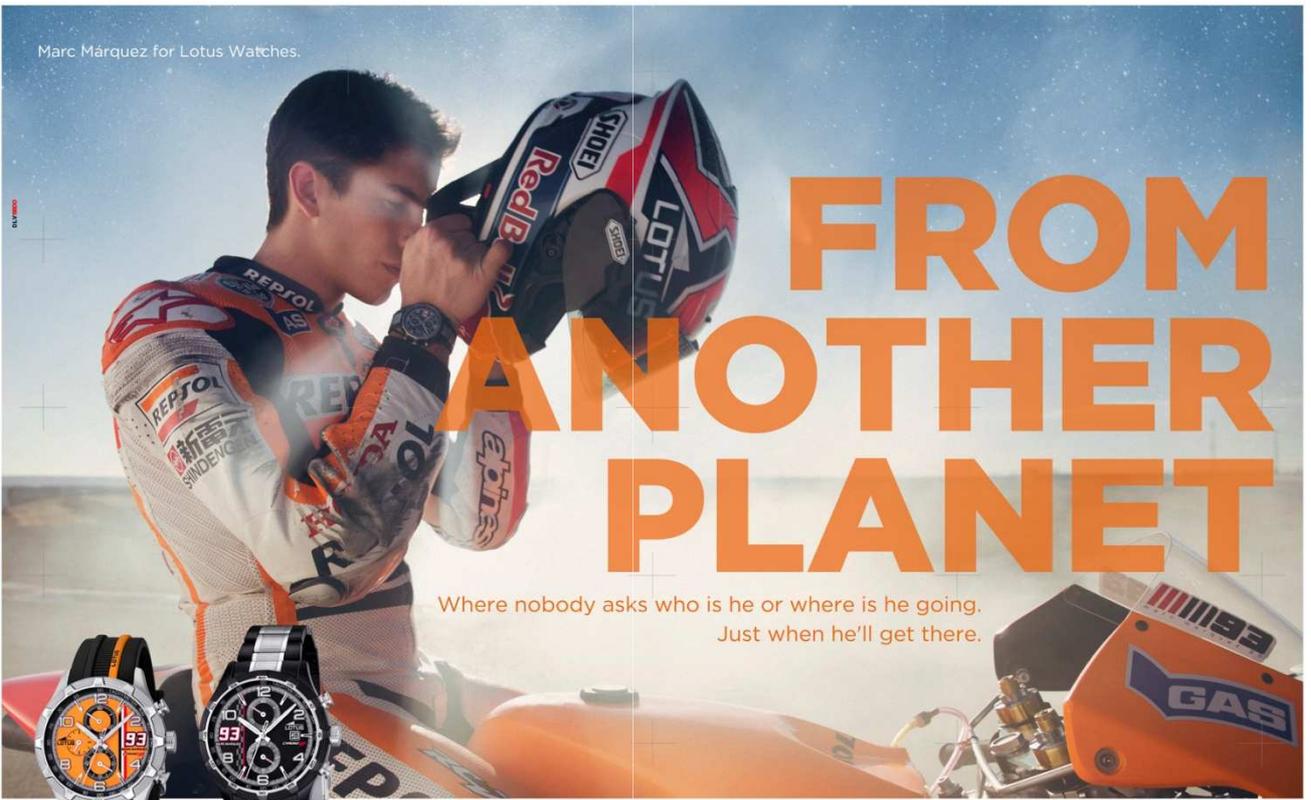
The new chronograph collection looks to the future with a sporty, attractive and young design, composed of 6 watches and 1 limited edition model. The daring design of Lotus is obvious in all details of the watch; a round stainless steel case with a bi-colored rubber strap and water resistant to 50m.

In three of the watches the finishing flag figures on the dial. In the other three we can see the Marc Marquez rider number "93" beside his name with the 3 different colors used in the flags: the black line corresponds to the disqualifying flag, the white flag indicates slow vehicle on the track and the red flag is used to stop a race.

The new collection also includes a new Limited Edition model. A stainless steel and IP Black chronograph with a quartz movement presenting an edged bezel that simulates the young pilot's bike engine. This masterpiece comes with a special gift box and an exchangeable strap.

Like Marc this new sporty & colourful collection will be a sure success

Marc Márquez for Lotus Watches.



FROM ANOTHER PLANET

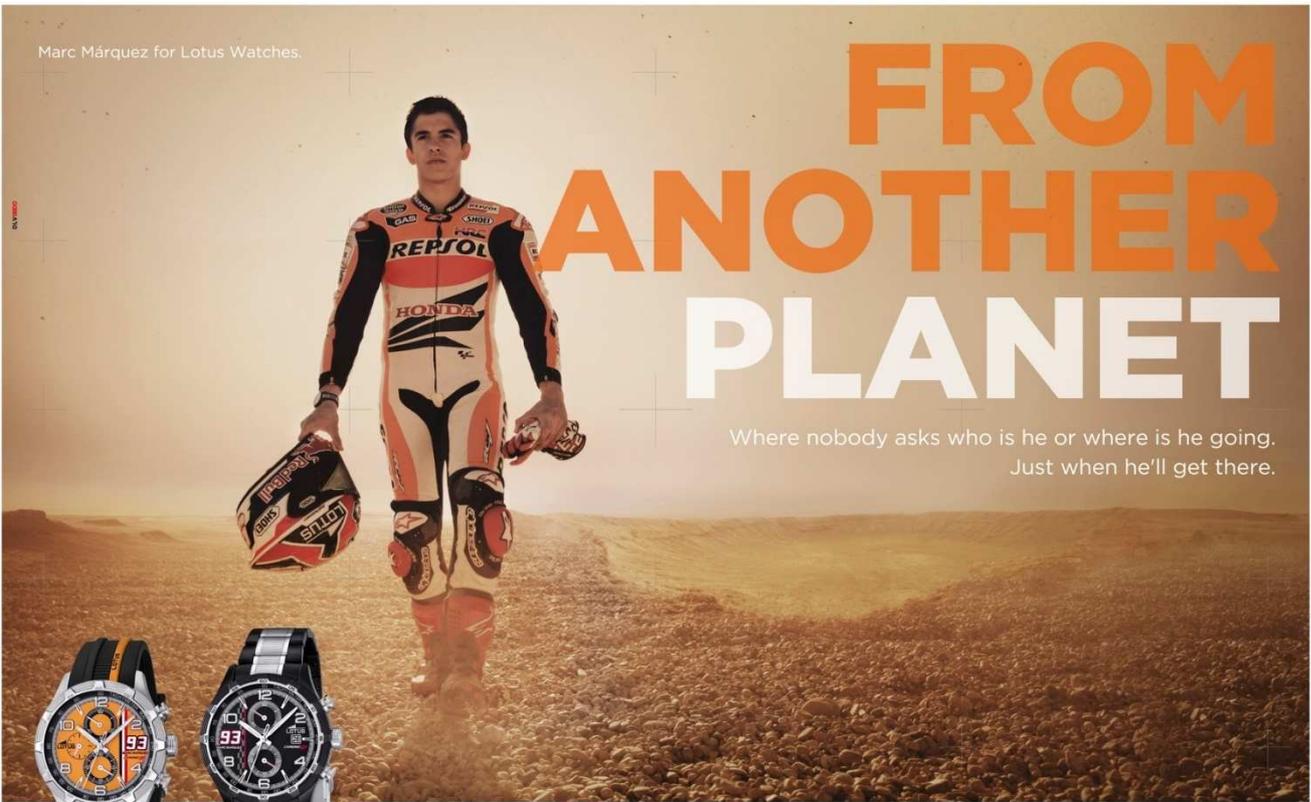
Where nobody asks who is he or where is he going.
Just when he'll get there.



LIMITED EDITION



Marc Márquez for Lotus Watches.



FROM ANOTHER PLANET

Where nobody asks who is he or where is he going.
Just when he'll get there.



LIMITED EDITION





Marc Márquez collection (ref. 15881)



15881/6

• Technical information:

- Man's chronograph
- Quartz movement
- Stainless steel case
- PU strap
- Case diameter: 43,50 mm
- Luminiscent Index and hands
- 5 ATM

PVP: 139 €



15881/1

15881/2

15881/3

15881/4

15881/5



Marc Márquez Limited Edition (ref. 15882/1)



• Technical information:

- Man's chronograph
- Quartz movement
- Case, bezel and bracelet in stainless steel coated with IP Black.
- Additional PU strap included in the box
- Case diameter: 43,50 mm
- Luminiscent Index and hands
- 5 ATM

PVP: 199 €



Festina Group

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

Currently, the Group manufactures five brands of watches for the general market (Calypso, Lotus, Festina, Jaguar and Candino) 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 centre are in Switzerland and Spain.

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 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.