



## NEW MARC MÁRQUEZ COLLECTION

LOTUS INCREASES THE NUMBER OF AMBASSADORS WITH THE SIGNING OF ALEX MÁRQUEZ



## NEW MARC MÁRQUEZ COLLECTION

---

Lotus continues to promote successful riders. Whilst until now Marc Márquez, the two times World Champion in MotoGP was the only brand ambassador, Lotus has added to its list of winners with the signing of Alex Marquez, the young Spanish rider and Marc's brother, winner of the World Moto3 Championships in 2014.

To celebrate this winning signing, Lotus launches its new advertising campaign, where the 2 brothers are playing the main role. They are both wearing models from the Marc Marquez collection: sporty chronographs with PU strap and the number of Marc (93) engraved on the dial. The watches have a 44mm case-size, 10 ATM and they are available in different colours such as black, orange or red.

The Spanish brand strengthens thus its link with the world of motorcycles and underlines the sporty style that is present in all collections.



## NEW MARC MÁRQUEZ COLLECTION



L18103/1

L18103/2

L18103/3

L18103/4

L18103/5

L18103/6

## NEW MARC MÁRQUEZ COLLECTION

---

### NEW LIMITED EDITION FOR THE RIDER WITH NO LIMITS

Lotus celebrates Marc Márquez's second consecutive title with the launch of a stylish new chronograph.

At the end of 2014 the Spanish MotoGP Marc Márquez rider was crowned for the second consecutive year World MotoGP Champion. To celebrate this great victory, Lotus has created a new limited edition chronograph to honor its brand ambassador.

The new stainless steel chronograph (ref. 18230/1) with an original dark blue IP finish combines rose gold plated accents to highlight indices, hands and pushers. In addition this exclusive model has a sapphire glass and has Marc's name, number and signature and with a full engraved back.

The watch is presented in a special box with an interchangeable rubber strap and includes a matching Lotus Style stainless steel and rubber bracelet, exclusively designed for the iconic Marc Márquez chronograph collection.

## NEW MARC MÁRQUEZ COLLECTION



L18230/1

### Specifications

- Gent's chronograph
- Stainless steel
- Sapphire glass
- Case diameter: 44 mm
- Dial opening: 34.50 mm.
- Stainless steel bracelet with dark blue and black IP finish
- Rose gold indices, hands and pushers
- 10 ATM



## 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 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).

The Group's head office is located in Barcelona while our major production centres 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 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.