



## LOTUS DELIGHTED WITH THEIR BRAND AMBASSADOR

**Marc Marquez MotoGP once again world champion with three competitions to go.**



*Sunday 12 October 2014.* Marc Marquez has won his second world title on a point's basis in the Japanese Grand Prix. With him his faithful sponsor and supporter, Lotus, the watch and jewelry brand belonging to the Festina Group.

To celebrate this fantastic result, Marc received, on finishing, a brand new race helmet worthy of a champion; a gold helmet with the Lotus brand proudly displayed on the side.

Lotus has invested and worked a lot with Marquez over the past three years, inspiring an exciting line of sports chronographs bearing his name. Only recently have new additions been made to the Marc Marquez collection. The iconic elements of these watches have been reworked and are even more present in this new collection; the rubber bracelet inspired by the rubber tires, the unmistakable number 93, the year Marc was born and the official number of this gifted rider.

The collection itself is known for its predominantly black characteristics, with some models integrating more classic colors associated with the two-wheeled sport like orange, red and blue.

Marquez heads up the new Lotus global marketing campaign and brand communication. The Lotus brand presents a new competition with a high dose of adrenaline where customers are invited to challenge the Marc himself on a racetrack. A unique experience linking sport and passion, two of the hallmarks of the Lotus brand.

## Marc MÀrquez Collection | 18104/1 Special Edition

Technical features:

Male chronograph

Quarz movement

Sapphire glass

Steel case with IP black treatment

Diameter 44 mm

Black rubber bracelet

Luminiscent hands and index

Water resistant 10ATM

PVP: 249€



## Marc MÀrquez Collection | 18103

Technical features:

Male chronograph

Quarz movement

Mineral glass

Steel case with IP black treatment

Diameter 44 mm

Rubber bracelet

Calendar

Luminiscent hands and index

Water resistant 10ATM

PVP: 179€

