

### **New business name**

The Elan Factory was first established 1992 and this month celebrates 16 years of successful trading. The business has evolved from humble beginnings and is now a multi-faceted business with a large number of international customers. A decision has been made to change the business name from The Elan Factory to Lotus Marques. This name change is intended to reflect the true diversity of the day to day business activities.

### **New website**

A new website has been under construction to complement the new business name. This was initiated last Christmas but the project was compromised by the business owner who was commissioned with the task. It became apparent that this individual was working for a competitor and then took a financial stake in the same business. When questioned about this, we were told he had signed a non-disclosure agreement. But surely, doesn't this action constitute a conflict of interests – you decide. Consequently the project was put on hold until a new developer with impeccable credentials was found. The website design is now back on track and should be online by the beginning of January 2009.

### **Spare Parts situation**

Over the years the business has made a significant commitment to all our customers with product, services and technical support. However, it is not immediately apparent and that there is a significant program investing in new and exciting products. To this end, we have endeavoured to provide a snap-shot of the current spares situation. Please note the spare parts availability is constantly changing and is dependant on customer demand. We constantly receive requests to manufacture custom or difficult to source components. This is good news because this is where we excel at what we do.

### **Parts on order from the UK**

Lotus Esprit S1, S2 top ball joints  
Lotus Esprit/Eclat/Elite air filters A907E6182F  
Lotus Esprit/Eclat/Elite oil filters B907E6000W  
Lotus Esprit turbo ignition coil A085M6168F  
Lotus Esprit turbo steering rack gaiters A082H6023F  
Lotus Esprit turbo SE rear brake pads A082J6110F  
Lotus Esprit turbo distributor caps  
Lotus Esprit turbo rotor arm  
Lotus Esprit turbo ignition amplifiers  
Lotus Esprit thermostat 74 degree A075K0121F  
Lotus Elan TC distributor caps  
Lotus Elan TC rotor arms  
Lotus Elan/Elan +2/Europa engine mounts  
Lotus Europa radiator fan switches  
Lotus Esprit radiator fan switches  
Lotus Eclat clutch cover assemblies  
Lotus Excel steering rack gaiters

Parts ordered on 22-11-2008

Parts delivery due into store 3-12-2008

### **Parts being manufactured in-house**

Turbo Esprit electric charge cool pump mounting kit  
Turbo Esprit high torque starter motor  
Esprit S1/2 ARB to lower control arm urethane bushes  
Ford/Lotus twin cam removable water pumps  
Elan/Elan +2/Europa windscreen wiper switch  
Elan/Elan +2 instrument solid-state voltage stabiliser  
Esprit turbo plenum chamber gaskets A910E1475F  
Alloy radiator closing panel for Lotus Elan and Elan +2  
Alloy mounting plate for Lotus Elan +2 bonnet latches  
Stainless steel seat runners for Lotus Elan  
Steel knock-on wheels for Lotus Elan  
Alternator/generator reinforcing plate  
Elan hand brake cable assembly  
Elan +2 hand brake cable assembly  
Elan aluminium alloy fuel tank

Above parts due into store mid December

### **Give your Esprit an exciting new face-lift**

If you own an older Esprit around 1988 onwards, then here is straight forward way of updating the car so it has the later S4/S4s aggressive styling appearance.



It is relatively simple to remove the old bumper bar assembly and install a new light weight fibreglass bumper and spoiler. There a few additional components you will need to do this which we can supply.

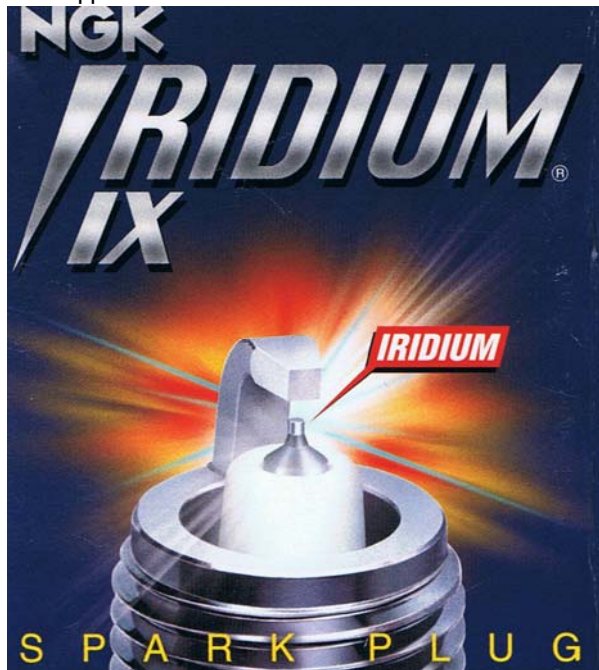
In the coming months customers will be possible to purchase a comprehensive kit that contains all the necessary brackets, plates, fixing screws, lamps etc.



Currently we have in stocks of the bumper bar, lower spoiler plus fog/driver lamps and can carry out the entire conversion upon request.

### Turbo Esprit Iridium sparkplugs special offer

We have stocks of Esprit performance sparkplugs that are offered at a special price of \$15-00 each including GST. These NGK plugs, part number BKR6EIX usually retail for \$22.00 including GST. So be quick to order and not be disappointed.



These plugs feature a new Iridium electrode that ensures superior anti-corrosion and anti-oxidisation (hence a significantly longer service life). The super fine Iridium electrode produces a stable spark and enhances both acceleration and power.

### Surplus second-hand parts, clearance sale

Ford synchromesh ring 2830-E-7107-A \$25.00 + GST  
Ford synchromesh ring 2824-E-7107-B \$25.00 + GST  
Ford synchromesh ring 113E-7107-D \$25.00 + GST  
Ford synchromesh ring 2824-E-7107B \$25.00 + GST  
Lotus Eclat/Elite rear intermediate driveshaft @ \$10.00  
Jensen Healy 907 alloy cam-cover \$20.00 + GST  
Ford Escort rocker cover \$5.00 + GST  
Ford Escort rocker assembly (like new) \$20.00 + GST  
907 cylinder head studs \$1.50 each + GST  
Ford Cortina 1500cc crankshaft \$250.00  
Note. This crank has been crack-tested, reground, balanced, nitrided and comes with commercial invoice.

### Surplus brand new parts, clearance sale

Ford Escort steel flywheel & ring gear \$350.00 + GST  
Ford Escort steel crank (Datsun L18) \$1000.00 + GST  
Ford Escort timing chain cover gasket \$0.50 + GST  
Ford Escort water pump gasket \$0.10 + GST  
Lotus Elite/Eclat clutch release bearing \$10.00 + GST  
Lotus Elite/Eclat wheel centre B075G0043Z \$10.00 + GST  
Lotus Excel rear brake disc 35.00 + GST  
Lotus Europa S1/S2 air filter \$3.00 + GST  
Lotus Europa S1/S2 oil filter \$1.50 + GST  
Clutch cover Q10027, TR4/5/7, Dolomite \$70.00 + GST  
Lotus Elite (Type 14) windscreen \$200.00 + GST  
Lotus Elise washer pump A11M6047S \$23.00 + GST

KLIPPAN seat belt kit model K1512 \$50.00 + GST

This seat belt kit is suitable for the following

DAIHATSU	Charade
DATSUN	1000, 120Y, 180B, 240K, 200B
HYUNDAI	Excel, Sonata
LEYLAND	Mini, Morris (all models)
MAZDA	806, 929, Capella
MITSUBISHI	Gallant GB, GC
RENAULT	R12
SUBARU	1600/1800 Saloon, Coupe
TOYOTA	Corolla 4 door KE3D (all models)
VOLKSWAGON	Beetle
FORD	Escort to 1978 (all models)

### Special Projects

Restoring any Elan is a major under-taking and there is an opportunity to upgrade aging components to a superior and modern day equivalent. The cooling system can be a problem, especially with high ambient temperatures during the summer months. There is also the prospect of winter, spring, summer and autumn are continuing to get hotter with global warming.

In heavy stop-go-crawling city traffic the risk of water boiling increases significantly. This is because the air-flow through the radiator cores (no matter how many cores there are) is insufficient to dissipate the heat. The real answer to this problem is to increase the velocity of the air-flow passing through the radiator and to increase the area of the radiator being cooled. Two high velocity fans mounted on a specially fabricated lightweight plate (rather than through the radiator) achieves these objectives.

The fans have been wired so they can be connected to a programmable controller. During operation one fan cuts in first and then if the temperature continues to rise above a predetermined threshold, then the second fan cuts in. The use of Redline "Water Wetter" significantly increases the cooling capacity of the system even further. As you can see from the photographs, the installation is very impressive and extremely neat. Another advantage of the twin fan system is that the mechanical fan on an Elan or Elan +2 is dispensed with which increases horsepower and reduces potential stress on the water pump.

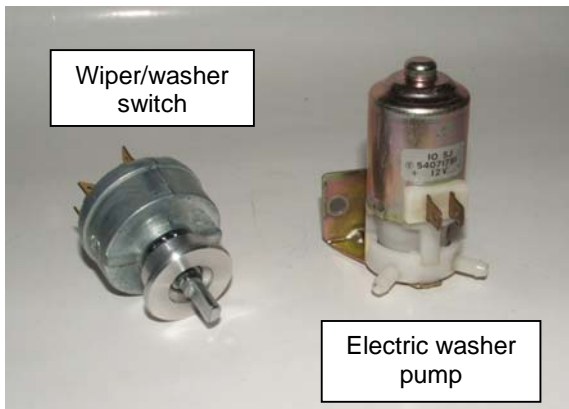
The twin fan system has recently been further developed where the light weight mounting plate is now fastened directly to the radiator existing pick-up points. This modification means it is not necessary to drill any holes and further simplifies the installation (or removal for future maintenance purposes).

In summary, the twin fan system overcomes the inherent design problems and upgrades the necessary components to a modern day equivalent vehicle so it can be managed by a programmable controller or ECU. Alternatively the fans can be operated by a simple thermostatic switch or the existing Otter switch. For additional information and pricing regarding this new twin fan cooling system, please contact Lotus Marques via email to [sales@elanfactory.com.au](mailto:sales@elanfactory.com.au)

Thanks go to Geoff Lee for providing the photographs of his Elan S4 whilst being restored at Lotus Marques.

### This month's featured product

Has your Elan +2 or Europa combined wiper/wash switch and pump finally died? Unfortunately the original Ford unit is extremely difficult to repair. The chance of finding a good second hand unit is just about impossible as this component is no longer manufactured.



The replacement switch on left-hand side of the above photograph has the same functionality as the Ford component i.e. three position twist action for wiper motor speed control and push action to operate the electric washer pump. The addition of a remote electric pump to operate the washer jets completes the conversion. The switch is easily installed in the dashboard and the knob from the old switch/pump unit can be utilised to retain the original dashboard layout.

### Christmas stocking filler

Be quick and get a set of valve stem dust caps before they are sold out



Here are a set of high quality dust caps that are manufactured in brass and chrome plated. These should not be confused with cheaper plastic offerings. The Lotus badge has a domed lens incorporated into the design. This set also includes an anti-theft screwdriver to secure the caps to the valve stem. The black velvet bag completes the gift set.



Front view of awesome Elan radiator twin fan assembly  
NOTE: No bolts go through the radiator with the Lotus Marques System



Top view of ultra low profile twin fan system



Trial fit of twin fan system

NOTE: The lower radiator closing panel is missing in this photograph. This panel usually covers the steering rack and forces all the incoming air through the radiator instead of escaping underneath.

## New inventory items

Elan heater control valve 036P6003 @ \$110.00 + GST



Esprit turbo S4, S4s front bumper A082B5086F  
Esprit turbo S4, S4s front spoiler A082B5088K  
Esprit turbo S4, S4s fog lamp LH A082M4926J  
Esprit turbo S4, S4s fog lamp RH A082M4927J  
Esprit turbo primary injector A910E6941S  
Esprit turbo secondary injector C910E7007F  
Esprit turbo V8 AMSOIL oil filters \$29.00 + GST  
Esprit top ball joint rubber boot \$3.25 + GST  
Esprit/Excel rear LH lamp assembly A079M6093F  
Esprit/Excel rear RH lamp assembly A079M6094F  
Elan S1 – S4 braided brake hose kit \$165.00 + GST  
Elan +2 braided brake hose kit \$165.0 + GST  
Europa braided brake hose kit \$165.00 + GST  
Esprit S1/2 braided brake hose kit \$165.00 + GST  
Esprit S3 braided brake hose kit \$165.00 + GST  
Elan/Elan +2 outboard billet driveshaft  
Elan +2 steering coupling 050H6012 \$72.50 + GST  
Elan/Elan +2 rear inner urethane suspension bushes  
Elan/Elan +2 rear outer urethane suspension bushes  
Elan/Elan +2 upper shock absorber urethane bush  
Elan/Elan +2 lower shock absorber urethane bush  
Elan/Europa servo overhaul kit MKI 1A  
Elan/Elan +2 servo overhaul kit MKI 1B  
Ford/Lotus TC crankshaft pulley (race 3")

## Customer advertising facilities on website

For our regular customers, we provide advertising space on our website. This service is provided free of charge and maybe used to either sell or to locate a car to purchase. Over the years we have created many marriages where buyers and sellers have met through advertising on our website. Trying to locate any Lotus car in Australia with a view to purchase is no easy task. We would be pleased to offer our friendly and extensive experience in assisting in locating the right car for you. We also have an extensive data-base and vehicle history that has been built up over 16 years to assist in this process.

## Lotus Elan and Elan +2 CV driveshaft kit

This top selling product has received international recognition from our customers who have purchased this as far away as USA, UK and Japan. This world class quality product has been made available by Elan Factory following a well defined four point plan.

- 1) Detailed investigation into Elan/Elan +2 suspension characteristics carried out by The Elan Factory.
- 2) Extensive product development with the assistance of Gary Woodward (ex BAR/Honda F1 engineer)
- 3) Suspension and safety analysis with the aid of Terry Duel, suspension design consultant
- 4) Manufactured in house to ensure best quality and high standards.

Attempting to liaise with external contractors has proven to be undesirable for numerous reasons. Other product offerings really miss the mark as they put money ahead of safety. To date we are the only business that has carried out a detailed analysis to determine if CV driveshaft kits are inherently safe to use.

We have a top-down philosophy where we put safety ahead of everything we do and manufacture. This means customers can purchase a quality CV drive shaft kit and have confidence in having hassle free motoring without the risk of a rubber coupling failing.



**Christmas Special Offer.** Order your CV driveshaft conversion before the end of December and receive a set of valve dust caps valued at over \$25.00

## Pre-purchase vehicle inspections

Too often we see customers purchase Lotus cars without a pre-purchase inspection. Please don't purchase a car that suffers from "Previous Owner Syndrome" (POS). This is such an expensive way of inheriting deferred servicing and repair bills and can easily be prevented by investing in a vehicle inspection. Too often, we have customer's present cars for remedial work on a car they have just purchased without an inspection. Purchasing a Lotus car on well known internet sites is OK, but please seek a pre-purchase inspection BEFORE making payment. We have helped numerous customers over the years by providing a comprehensive inspection service. This provides the prospective new owner with a detailed and objective report that may save you thousands of dollars.