

CLASSIC DRIVER

Discover the joy of getting lost with this Lotus Elise S1 Restomod

Lead

Just when you think you've seen it all, something comes along and takes your breath away. That's exactly what happened when we saw world-renowned photographer George Williams' vision for the ultimate Lotus Elise S1. Meet the Get Lost Project Safari!



Threading the needle between form and function is a non-stop battle for car makers, it always has been, and always will be. Most cars produced adhere to guidelines set by the brand's design language, safety, governing bodies and even the buying public, but sometimes, and only sometimes, cars come along that throw caution to the wind, and the results are often simply out of this world. Enter the newest project from Get Lost - a bold, ground-up reinterpretation of the iconic Elise S1. Project Safari blends rally-inspired capability, road trip practicality, and design-led innovation into a single, uncompromising package.

Founded by renowned automotive photographer George Williams, or @GFWilliams as thousands of us likely know him on Instagram, Get Lost is the result of over a decade creating breathtaking imagery using some of the world's greatest locations as backdrops for the rarest cars. His vision with the Project Safari is a simple one, and one we can certainly get onboard with - to create a car that delivers emotional connection through design, engineering, and a relentless pursuit of fun. The result is just that, something that breaks the rules, while also making you wonder why they were there in the first place.



"The idea of taking an Elise off-road might sound ridiculous, and that's exactly why we leaned into it," says George, "That one silly idea gave us real creative freedom. Every element was considered from the ground up, not just to look good in isolation, but to enhance the character and capability of the entire car."

Functionality is the name of the game with Get Lost, as despite the creation looking sleek and almost jewel-like in its metallic red paint and suede Harris Tweed-lined bucket seats, its purpose is purely for enjoying where most cars wouldn't dream of reaching. George explains, "It wasn't enough for the car to look good - it had to be brilliant to drive too. This is not a modified Elise, it's our interpretation of what the platform had to offer. Everything has been considered - from the design to the drive - all in the pursuit of creating something that's fun."



With a bespoke suspension system, offering increased ride height and width while refining the body control to inspire confidence, the Elise takes on a new lease of life, and one that include dirt tracks as well as the open road. A new powertrain also delivers strong, reliable performance, while key functional upgrades - including a limited-slip differential, and a hydraulic handbrake - contribute to the car's uniquely playful character.

Get Lost's Project Safari is the first vehicle from the newly launched company, with customer builds due to start later this year. If this is only the beginning for George and his team, we cannot wait to see what they've got up their sleeves!

Gallery

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