
1980 Lotus Esprit - Turbo - For Your Eyes Only

Turbo - For Your Eyes Only

Lot sold	USD 119 484 - 146 036 GBP 90 000 - 110 000 (listed)	Drive	RHD
Year of manufacture	1980	Interior colour	Other
Gearbox	Manual	Condition	Used
Drivetrain	2wd	Location	
		Fuel type	Petrol
		Exterior colour	Other
		Car type	Coupé
		Exterior brand colour	Metallic Bronze

Description

Coys Auction

Fine Motorcars & The Jaguar Legend

Blenheim Palace

Woodstock

Oxfordshire OX20 1PX

Saturday 18th July 2009

Registration Number: TBA Chassis Number: SCCFC20ABAHD10858

Product placement seems to be ever more prevalent in the movie industry these days, with every new film seeming to have an ever increasing number of product tie-ins – from laptops to fast food to tissues.

In the ‘good old days’, having your product star in an international blockbuster was a huge boost to any manufacturer, and Lotus achieved their greatest ever exposure through one of the finest and most novel marketing moves ever – They parked a new Esprit outside the Pinewood office of James Bond Producer Cubby Broccoli, and waited for the call! Product placement at its most literal and basic, perhaps, but it worked, and a legend was born.

The striking new Esprit was perfect for the Bond of the '70's, cutting edge and modern, as Bond fought off the shackles of the associations with Connery and Asto

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<http://www.coys.co.uk>

<https://www.classicdriver.com/en/car/lotus/esprit/1980/167654>

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