



DE LOREAN MOTOR COMPANY

cc: J. H. Fearer
Area Directors
W. A. Charles
D. J. Potter

INTER-OFFICE MEMO

Date January 20, 1982
To All District Managers & Technical Specialists
From C. R. Brown
Subject Point-Of-Sale / Associated Problems

As you know, we are in the midst of putting together a rather comprehensive meeting program for DMC dealers, general managers, salesmen, technicians, etc. As a part of that meeting we have had "secret shoppers" visiting DMC dealers in the Western Area and taping the conversations so that we can get a better handle on exactly what is happening within our De Lorean dealer organization and what we might do to upgrade the level of presentations being made by our dealer organization. While our meeting will not be put together until the end of this month and the meetings will not be conducted until the February/March period, it will be of interest to you to review the attached list of "out-takes" from one day's taping session with four DMC dealers.

I have been told by the "secret shoppers" that the attached taping session is indicative of all taping sessions to date. The point is that our dealers are doing an absolutely deplorable job of presenting the De Lorean product. With this type of activity in 340 dealers across the country, it is little wonder that we are not realizing our sales objectives.

Therefore, please read the attached and for the time being, consider that it is probably happening in most of your DMC dealerships. Even though our meeting program will commence in February, I do not believe we can afford to wait before we take corrective action. Accordingly, it is suggested that each of you take immediate steps to conduct a product orientation with 100% of the salesmen in each dealership on your next contact. Correcting this situation alone, could easily double or triple sales.

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Please understand that salesmen's presentations, similar to those reflected by the attached "out-takes", are not unusual in our business. Most manufacturers suffer by the same inadequacy. The difference is, in our case, that we only have one car and one chance and we cannot afford to allow this sort of thing to continue if we want to realize our individual and collective objectives.

Your assistance in jumping on this program immediately will be very much appreciated. By the way, we will use these "out-takes" and many others as a part of our audio visual presentation to the dealers in our forthcoming dealer meeting program. This is only intended to give you a headstart in your respective area of responsibility.

By way of this memo, I am asking Doyle Potter to put together a complete product orientation applicable to the retail salesman.

C. R. Brown

CRB:ws
attachment

Delorean Candid Tapes

Long Beach

1-19-82

SALTA PONTIAC

Statement by Salesman: "The only difference between the '81 and the '82 is with the I.D. number."

The motor's a kind of a "V" Stroke Renault racing motor with some Volvo parts in it. It's mostly Renault parts with some Volvo parts on it.

Q: Is this considered an American Car or a Foreign Car?

A: It's made in Ireland, I don't know what you'd call it; I guess it would be foreign. (ha,ha) I guess...

Q: Your price is \$31,000?

A: Yeah, that's what this one goes for, we have a couple on the line, and depending on what you find... if we've got one we'll sell it for \$31,000, if we've got four, we'll negotiate, sure.

Q: Are they hard to get?

A: Yeah, they are really tough, tough to get a hold of.

Whittier

1-19-82

HARRIS OLDS

Statement by Salesman: The only option is the automatic or 5 speed and grey or black interior, and that's it.

Q: Is this Air Cooled?

A: Yeah. Yeah. -- NO, NO, NO I'm sorry, it's water cooled - the radiators' in front, with two fans.

Q: Let me ask you kind of a dumb question: Why is there a bigger tire in the back than in the front?

A: That, I don't know.

Q: How do you repair this stuff?

A: Well, it is repairable - We've got some people that repair it. But, if you notice everything is in sections and they are very easily replaced, you replace the whole section. It's stamped out of such, it's... uh, of course, brushed aluminum and it's laminated to a fiberglass backing.

Q: What's the top speed on this?

A: In tests we have in one of those road magazines it said 130 mph. It's a 100 cubic inch engine - speedometer shows 80.

IRVINE DATSUN AUTO CENTER

Q: What's the gas mileage?

A: Yeah, a car like this? I dunno - what is it? I don't know, What is

the gas mileage in one of these cars Frank? - 3?, 4?, (I don't know - answer from Frank), It's ah 16.

Q: I know its got a V-6 in it, right? Where does that come from? Is that your own engine?

A: Peugeot, I think. Peugeot engine?(asking) huh?(answer) Peugeot engine? (asking again) NO- Renault(answer) Renault! I knew it was one of those foreign countries.

Q: Do you know how fast they go?

A: It only shows 80 on the speedometer. But I would think it would probably do 125, 130 maybe - 150, I don't know, I've never even driven one.

Q: Oh yeah?

A: So I don't know.

Q: Is this the only way it comes on the interior?

A: No. It comes in different color interiors; it comes in greyish, I think there's a blue and black and in automatic or stick.

Q: Is it possible if anybody ever wanted to paint one of these?

A: Oh certainly. We wouldn't, but you could. You could, we wouldn't mess with the way the factory put it out, but, you know, it's ready to be painted.

Q: What's the purpose of this thing in the window?

A: Just decorative; doesn't come down or anything that's just the way they're built.

Q: This is just all... Full? (referring to window) No windows.

Q: I guess its got air conditioning, huh?

A: Uh huh.

Salesman: Well, I've been told that this doesn't come down, but now I'm a little surprised-thinking about it- not having any windows. (Salesman asks others if window comes down)

Salesman #1: Do these windows roll down or anything?

Salesman #2: Yeah, they're electric windows... those little side ones...

#1: The little ones? Somebody just the other day told me that these didn't come down, I'm sorry.

Q: The body on these things rust proofed for 25 years... isn't it something like that?

A: I haven't heard that. Sounds reasonable, though.

Q: Is there any real reason why the rear wheel is bigger than the smaller wheel?

A: I think to give it the pointed look. Normally that's why they put bigger wheels in the back.

Q: What kind of spare tire do you get?

A: (Laughter) I'm afraid I.. I've never seen the son of a B***h.

Salesman #1 yelling to salesman #2: Bill, do you know what kind of spare tire you get with this car? Is it a spacesaver? Is it a...

Salesman #2(Bill): It is a spacesaver... a new...

Salesman #1: It's up front?

Q: Is it the smaller one or the bigger one?

Sales #2 A: It's a little bigger one. I believe - I haven't seen it. They've changed those around but I'm quite sure that's correct.

(Note: The automobile is a 1981)

Q: So is this an '82? Er.. do they...

A: Salesman #1: It's an '81. I don't think they have... Mike: Is there there's probably no difference is there?

Salesman #1 to Salesman #2: They don't have new Deloreans yet do they?

Salesman #2: Huh?

Salesman #1: They don't have an 82?

Salesman #2: That's an 82.

Salesman #1: That's an '82.

Salesman #2: That's an '82. You know how you can tell the difference? The interior. All the '81's were black interiors and these are grey.

Salesman #1: This ones black.

Salesman #2: Yeah. Oh, this one's black interior? Yeah.

(#2 tries door. Door is jammed closed)

Salesman #1: It's stuck - I tried that one already - What do you mean it's grey? It looks black to me.

Salesman #2: It's grey. The black is "black black". It's as black as this (points to side mirror).

WESTMINSTER HOUSTON BEACH

Statement from Salesman on the handling merits of the Delorean:

It's not a heavy car per se, even though it is stainless steel, it's not that heavy an automobile. But the way it's designed... the wind at any speed will hold this to the ground. You can make a turn, a 90° turn with this at 65 mph without any problems at all.

Q: Without any rollover?

A: Without anything.

Chuck: No kidding?

Engine: It is a fuel injected... V-6... both water and air cooled.

Chuck: Both water and air cooled?

A: Yeah... See it's water cooled:.. Radiators up front... water cooled... and they have these designed..uh,uh air pockets and vents that come through the back here which will force air around the engine.. the outer part of the engine... just lift it right out around the engine to give it some air cooling on the outside, to dissipate the heat so it doesn't stay in there that's why they have these louvres in here.

Q: What's the top speed?

A: Uh.. in a 200 mile "match race" in Belgium just about 3-4 months ago it sustained a 154.4 in the straightaway - The speedometer says 85.

Salesman: Now, this has two bodies you realize. A stainless steel body, and it also has a fiberglass body beneath it.

Mike: Oh, the cars don't come with two different bodies though.

Salesman: No, no, one body but there's two bodies.

Mike: Oh, I see.

Q: What kind of radio.

A: Uhh.. It's a Dolby Sound System - I don't know who makes the radio but the whole system is dolby and its got one hell of a sound system. The thing is, if your brother has got claustrophobia, this is not the car for him.

Salesman: They hired a couple of Hollywood stuntmen to try and roll one of these cars and they couldn't roll it.

Mike: Oh yeah?.

Salesman: He put it up sideways on the ramp and it came right back down.

Salesman referring to spare tire: It's a temporary tire to get you to a service station to get your tire fixed.

Chuck: Now, if you had a flat on the back and you put that "little sucker" on there.. would the car...

Salesman: The car will tilt, yes.. but its not going to make that much difference. If you're only going a few miles.. Just do it at speeds of 30-35 mph. There's a rarity... of one chance in 500 that your going to flatten these tires.

Mike: Oh yeah? How come?

Salesman: They're specially designed for the car by B.F. Goodrich or Goodyear on whatever, Goodyear I think it is. Yeah, Goodyear.

Q: Why don't they sell these in Europe?

A: Because there's not enough cars- This is an American car you know.

Mike: Oh yeah?

Salesman: Delorean is an American car company. They just assemble. All these parts are made here in the United States except for the

the engine... they assemble them in Belfast, Ireland then they bring them back here.

Salesman referring to the Gull Wing doors: So you only need 14" clearance between 2 cars to open up and close the door- your widest point from your car is about 14".

Q: Is that the reason they made the doors like that?

A: Uh huh - they're on a torsion bar.

Q: Do you have any Propaganda on it?

A: That's, uh, few and far between, \$5.25 a piece, we had 5,000 of them and they went within four days, everybody's saving them. They're for sure expensive.

Q: Can we buy one?

A: Don't have any. We're waiting on another shipment of them.

Q: O.K. I guess we have no brochure. That'd be alright.

A: Well, that's.. there's no way possible your going to get any because they're out of print and they're waiting on another print job now.

Q: When does the '82 come out?

A: The end of March... early April... that'll be about \$9,000 probably about \$9,000 more.

Mike: Yeah, that's what I figured that's why he wants to get on it.

Salesman: Well he better get on it really within the next week or so.

Chuck: Really? O.K.

Salesman: Stocks are dwindling, I'm selling them as quick as I can get em.

Salesman referring to cost of Delorean vs. Sports car: "Get a 911 (Porsche) or you get a 928, then you've got a Sports car. But those cars run 35 to \$40,000".

Mike: So how are they selling this at \$26,000?

Salesman: That's why he's losing money his first year. He wants to get a hold of the market and that's the best way of getting a hold of the market.

Salesman referring to doors jamming:

Chuck: What happens if that, what do you do?

Salesman: If it jams?

Chuck: Yeah.

Salesman: Climb out the other side... I guess. And if the other side jams your going to have to wait until you get it cut out.

Mike: I wonder how this would be for those guys that rip-off cars.

Salesman: No way. It's got an infallable lock. I have a friend who's a locksmith and I asked him once - he's got a copy of the lock...

Mike: Cause those guys just come up and punch those things, punch your lock

right out and they're into it.

Salesman: There's no way they can get in. Once they punch that lock out this safety feature here... your lock... that locks the door and there's no way that they're going to be able to... If they punch that lock out get that hook unhooked there, 'cause it's locked right in.

Mike: I hope he (Delorean) doesn't go out of Business.

Salesman: This thing would jump by 150%.

Mike: Really?

Salesman: Sure at \$26,000 now you know about ^{what} it would be. ⁹

Mike: No.

Salesman: Probably \$70,000.. that's what this car would cost.

Mike: But there would be nobody to work on them.

Salesman: Oh yes! They still, they have to.

Mike: Really?

Salesman: They have to maintain at least, uh, 20 years of parts.

Mike: Really?

Salesman: That's right. It's the law. Before you go into the manufacturing of automobiles you've gotta have, maintain 20 years of parts... for the amount of cars that were sold.