

DME

NEWS RELEASE

DE LOREAN MOTOR CARS LTD.

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DE LOREAN COMES TO MOTORFAIR

British-built sports car makes its London debut

One of the main centres of attraction at Motorfair will be Stand G3, where two De Lorean sports cars will be displayed.

De Lorean Motor Cars Limited has come a long way in the realisation of John De Lorean's dream of building a completely different, beautiful and long-lasting high performance car. Just over two years ago, the site in Dunmurry, Northern Ireland was a cluster of surveyor's pegs in a green field, and the plans for production were part of the future. Today, Dunmurry is a busy factory building 80 cars per day. Some 5,000 cars have already been built and exported to De Lorean's prime market, the USA, where its success has been such that cars are known to have changed hands for thousands of dollars more than the list price. Plans are now in hand to expand marketing and to supply other world markets, notably in Europe and not least in its home market of the United Kingdom.

De Lorean is proud that its car is British-built. Not only is it assembled in Belfast, where the factory has provided over 2,500 desperately-needed jobs, but also over 70 per cent of De Lorean's material and component suppliers are British, providing employment for a further 7,500 in the industry. They range from giants like ICI, GKN and Dunlop to small companies whose special skills have provided the answers to particular needs: for example Bridge of Weir Leather Company, whose products are to be found in the Houses of Parliament and the Rolls Royce Corniche. In fact, De Lorean's contribution to the British economy extends far beyond Northern Ireland. It is widely known that the British Government invested £67 million to help bring the project to fruition. What is certainly less well appreciated is that Government and Public Sector revenues and savings resulting from the project will amount to over £60 million in the current year, and over £100 million for the four-year period ending in August 1982.

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Visitors to Motorfair will have their first chance to assess the De Lorean as a production car. The appearance is striking with its brushed stainless steel skin and gull-wing doors. The car is superbly finished and equipped, and entirely practical while retaining high performance sports car appeal. It was always part of John Z De Lorean's concept that his car would be corrosion-proof, and its epoxy-dipped chassis, glass reinforced plastic body structure and stainless steel sheathing mean it is just that. The gull-wing doors have evoked comments. The careful design has ensured simple operation and ease of entry. Moreover a clear space of only 15 inches at each side of the car is needed to open the doors, significantly less than that required for conventional doors.

The two cars shown at Motorfair are to American specification, taken straight from the Dunmurry factory, so that visitors can judge for themselves just how high are the standards of finish and assembly which have been established there. For European markets the principal changes will naturally centre around the engine, which will develop considerably more power when much of the equipment needed to meet the USA Federal exhaust emission regulations has been removed.

The De Lorean stand at Motorfair is in fact much more than a display of two motor cars. It is an expression of the achievement of the whole project, and the pride felt in that achievement not simply by John Z De Lorean and two-and-a-half thousand enthusiastic employees committed to it, but also the 2,000 or so British companies who have made their own contribution to the success of the project.

ENDS



DE LOREAN MOTOR CARS LIMITED

JOHN Z. DE LOREAN - CHAIRMAN DE LOREAN MOTOR COMPANY

John Z. De Lorean gained a Bachelor of Science degree in mechanical engineering from the Lawrence Institute of Technology, and supplemented that with a Master's Degree in automotive engineering from the Chrysler Institute. Later, Mr. De Lorean broadened his educational background with a Master's Degree in business administration from the University of Michigan.

His first major responsibility in the auto industry was as a member of the small but highly competent engineering team at Packard. There, where he was expected to master all aspects of car development, from designing and machining to assembly and testing, he worked on Packard's advanced self-levelling torsion-bar suspension. He also helped develop Packard's own automotive transmission. This, the Ultramatic, was the first automatic unit to have an aluminium housing. It also had a fuel-saving top-gear lock-up clutch, a technique which the industry is only now rediscovering. In recognition of his work, De Lorean was named to head the Packard Research and Development Department in 1956, at the age of only 31.

Excellent though its engineering was, Packard was on the way out as an automaker. General Motor's Executives scanning the Packard ranks for able men were quick to spot John De Lorean's rapid rise. In 1956, he was hired by GM's Pontiac Division as Director of Advanced Engineering. In this post, and as Assistant Chief Engineer of Pontiac in 1959 and Chief Engineer in 1961, De Lorean was responsible for a succession of innovations that made Pontiac the talk of the industry.

In 1965, John De Lorean was named General Manager of Pontiac and a Vice President of General Motors. At 40, he was the youngest man ever to head a GM Division. While maintaining his strong interest in engineering, De Lorean began to innovate in other ways at Pontiac.

He pioneered in setting up job opportunity programmes for the disadvantaged and his strong emphasis on the quality of Pontiac's cars included the setting up of a special facility to check and rectify the condition of finished cars before they were shipped to Dealers.

In 1958 Pontiac had sold 229,831 units for a 4.94 percent share of the total U.S. market. In 1968, the last full year of John De Lorean's stewardship, Pontiac sales had almost quadrupled to 877,302 units and the market share had risen dramatically to 9.33 percent.

At the age of 44, in 1969, De Lorean was promoted to the post of General Manager of Chevrolet. He was the youngest of the ten men who had headed this sixty-year-old car and truck maker. Though still the world's leading vehicle producer, Chevrolet had suffered seven consecutive years of declining profits. De Lorean was brought to Chevrolet to reverse this trend, and he did this with signal success.

On his arrival at Chevrolet, John De Lorean found that the Division's growth had not been paralleled by an evolution of its internal structure. He installed new control systems that improved financial discipline, increased manufacturing efficiency, accelerated inventory turns, improved car quality, speeded response to customer orders, and kept better track of cars during production.

Chevrolet regained its vitality under John De Lorean. His strong engineering and product instincts served him well in his almost four years at Chevrolet. In 1971, Chevrolet became the first nameplate in the world to sell more than three million cars and trucks in a single year. Nor was this gain achieved at the expense of those selling Chevrolets. The profits of the Division's Dealers rose by more than 400 percent in the De Lorean years, and Chevrolet's own earnings were up even more. He built a management team at Chevrolet that has been able to maintain these advantages.

In 1972 John De Lorean was made group Vice President in charge of all GM's American car and truck operations. Already a member of the Administrative Committee, he then began sitting on the Corporation's policy groups for marketing, engineering, research, industrial and public relations, and personnel administration and development. In these groups his was a strong voice in favour of ethical business conduct, in-depth research on advanced power units, programmes to the benefit of the disadvantaged, and cars that not only met but exceeded the levels of safety and admissions mandated by the Government.

As Group Vice President, De Lorean was in charge of Divisions that in 1973 sold more than seven million vehicles with a retail value approaching 40 billion. Their activities accounted for some 86 percent of GM's total profits. Both inside and outside the Corporation he was acknowledged to be a leading candidate for its Presidency and at the age of 48, time was very much on his side. Yet in 1973 John De Lorean startled the business world by resigning his GM position. He did so in the conviction that he would work more progressively, productively and creatively as an independent businessman in the automotive field.

In 1978, with the financial assistance of the British Government, he began work on the De Lorean Motor Car assembly complex in Northern Ireland, which less than three years later was in production of the DeLorean sports car.



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EUGENE A. (GENE) CAFIERO, President and Chief Executive Officer of De Lorean Motor Company, and former President and Chief Operating Officer of the Chrysler Corporation, began his automotive career in 1949 with the Ford Motor Company. He joined Briggs Manufacturing Company in 1952 as Manager, Industrial Engineering, and moved to Chrysler when they took over Briggs in 1953.

At 34, he became Chrysler's youngest plant manager, when he took over the Company's Newcastle Machinery Plant. In 1965 he became General Plants Manager of the Power Train Group, responsible for production of all of Chrysler's engines, axles, and transmissions, and went on to hold a succession of senior posts. These included Vice-President - Latin American Operations; Group Vice-President - US and Canadian Operations; Group Vice-President - North America, a position responsible for sales and manufacturing of all automotive products in the US, Canada and Mexico.

In 1970 he became a member of the Chrysler Board of Directors, and in 1975, after a career that included responsibilities in almost all of Chrysler's operations, he was named President and Chief Operating Officer.

DONALD H. (DON) LANDER, President and Managing Director of De Lorean Motor Cars Limited, comes to the Company with a track record that spans more than 35 years in the automotive industry. Lander heads De Lorean Motor Cars in Northern Ireland with responsibility for the manufacturing, distribution, European and Middle East marketing operations.

After sixteen years with General Motors he moved to the Chrysler Organisation in 1959, where he was to hold a succession of senior positions. These included Managing Director Chrysler UK; General Manager Chrysler International and Corporate Vice President Chrysler Europe; Group Vice President International Chrysler Corporation.

As President of Chrysler International Lander was in charge of total world-wide international operations, which included responsibility of European, South American, Australian and Japanese operations. On re-organisation of the Chrysler structure he became President, Chrysler Canada.

Don Lander brings to the De Lorean organisation a wealth of experience gained in both the American and European automotive industries, particularly in the fields of distribution and marketing.



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COMPANY PROFILE

PRODUCT

Styled for John De Lorean by the Ital Design Studio in Turin, the car presents crisp, aerodynamic lines with an Italian flair in a finish uniquely De Lorean.

New materials, new technology and traditional values have been masterfully joined in a showcase of contemporary engineering.

The imaginative design parameters of this exciting new sports car were to produce a vehicle of simplicity, efficiency and elegance, which offered luxury, performance and comfort whilst acknowledging the ethical considerations of today such as resource conservation and safety.

The low, sleek, aerodynamic body shimmers with its unique brushed stainless steel finish, complemented by soft front and rear fascias. Distinctive counterbalanced gull-wing doors provide perfect ease of access and parking facility, requiring only 15 inches clearance on opening; very much less than conventional cars.

One of the many outstanding features of the car is the attention to the elimination of corrosion. An epoxy dipped, corrosion protected chassis, glass reinforced plastic underbody, and outer panels of brushed stainless steel, result in a product increasingly sought after - a rust proof car.

Included as standard fittings for the De Lorean are many features considered as optional extras in other cars. Leather seats, electric windows and rear view mirror controls, central door locking system, dolby stereo tape deck and radio, light alloy die-cast wheels and 4-wheel power-assisted disc brakes are among the standard fittings which give that touch of luxury driving. Every De Lorean has air conditioning.

Powered by an aluminium alloy, 90° V6 fuel-injected 2.85 litre engine located at the rear, the car comes in 5 speed manual with 3 speed automatic option. This car accelerates from 0-60mph in 8.0 secs. (approx.) and has a top speed of more than 135 mph.

Four-wheel independent suspension, with disc brakes all round, 6 inch front and 8 inch rear rims clothed in low profile, neutral contour tyres combine to deliver outstanding road-holding performance and superb handling, together with the ultimate in passenger comfort. All of these are evidence of De Lorean's commitment to total driver satisfaction.

PRODUCTION FACILITIES

The De Lorean Motor Car Assembly complex is situated in a carefully planned 72 acre site in Dunmurry, Northern Ireland. Five major structures comprising more than 650,000 square feet have been designed and equipped exclusively for the assembly and testing of the De Lorean. But extensive use of advanced production technology is not the Plant's only distinction.

Worker environment has been a special consideration at the De Lorean Plant, from initial design through to production. This extra attention to the personal satisfaction and pride of accomplishment of the 2500 De Lorean employees is clearly reflected in a most tangible way; the consistently superior quality of workmanship you can expect to find in every De Lorean.

DISTRIBUTION

The 1981 production of the De Lorean will go to the United States. The De Lorean network of 350 established automotive Dealers, which had been set up and equipped to distribute the sports car, are now selling every De Lorean as fast as they receive them. To provide De Lorean customer service each Dealer has staff trained in De Lorean maintenance by field service staff and carries a stipulated stock of service parts.

Progressively during 1982 this exciting new car will be phased into other World markets, including the United Kingdom and Europe.



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PRODUCT DESCRIPTION

The De Lorean sports car is a revolutionary concept featuring an Ital designed body, using novel applications of glass-fibre and stainless steel with many alloy components, combining into a uniquely light-weight, corrosion-resistant car for the 1980's.

ENGINE

A light-weight aluminium 2.8 litre 90° V6 engine is mounted at the rear of the car. The oversquare bore/stroke ratio of 91 x 73 mm gives a high revving capability. Cylinder heads of cross-flow design with hemispherical combustion chambers ensure operating efficiency. Single overhead cam shafts operate the valves through rocker arms.

ENGINE COOLING

Engine cooling is effected through a front mounted cross-flow radiator, twin thermostatically controlled fans come into operation when the coolant temperature rises in traffic or when high ambient temperatures are experienced.

INDUCTION SYSTEM

Induction is by the well-proven Bosch K Jetronic fuel injection system which provides performance and economy through a system of control parameters. This system ensures that all EEC legislation is met although for the US market a Lambda Probe monitors exhaust emissions and this is backed up by a three-way catalytic convertor which is only suitable for use with lead-free fuel.

The removal of US emission control components provides greater fuel economy and better performance as indicated by the quoted performance figures.

IGNITION SYSTEM

The ignition system by Bosch is electronically controlled and incorporates a breakerless distributor. This superficially appears similar to a conventional unit, but the breaker points have been replaced by a pulse generator. This consists of a stator, an induction coil and a trigger wheel. The pulse generator is connected to an electronic control unit module, in which the signal for the distributor is converted and amplified. The ECU module is connected to a high voltage ignition coil. Under normal running, the input is 4.5 volts, but this is converted to 9 volts for start-up, by a ballast resistor.

TRANSMISSION

The gearbox/final drive transaxle is an aluminium casing containing an all direct 5-speed synchro-mesh gear train. Gear change is manually operated through a rod and cable remote linkage.

The single dry plate clutch is operated through a hydrostatic hydraulic system.

AUTOMATIC TRANSMISSION

The three-speed automatic transmission with aluminium alloy casing is optional. This unit is electronically controlled through a governor/computer unit which can be manually overridden by moving the selector to hold first or second gear. The transmission will also kick-down into a lower gear when the accelerator pedal is fully depressed.



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The automatic transmission fluid is cooled by an intercooler incorporated into the engine cooling system.

CHASSIS FRAME

The all steel backbone chassis is protected with an epoxy coating giving complete corrosion resistance. The separate chassis concept ensures ease of production and enables all the loads from the all-independent suspension to be fed into a structure which is carefully insulated from the body.

Much thought has been given to providing occupant protection which meets legislation requirements and controlled deformation of crush tubes, on which the front suspension and steering are mounted, is an important feature.

Other features include a splinter-proof fuel tank centrally mounted in the chassis. This component is blow-moulded, high density BASF Lupolen. Semi-rigid polyurethane fascias at front and rear of the car provide additional important safety features.

ALL-INDEPENDENT SUSPENSION

The front suspension is by unequal length links, using an upper wishbone and a single fabricated steel lower link, both attached to the stub-axle by ball joints. The anti-roll bar doubles as a break-reaction rod and locates into the lower link through a bonded rubber bush. At the front end, it is supported on the chassis by rubber bushes retained by a 'U' bracket.

Rear suspension is a 6-link system. The alloy hub carrier is supported by unequal length tubular links, braking and power loads are taken by a fabricated steel trailing arm. All suspension links are mounted on bonded rubber bushes - this ensures insulation from road noise and provides the necessary compliance in the system.

BRAKES

An outstanding feature of the car is the braking system which is operated through a vacuum servo unit and tandem master cylinder. Separate hydraulic circuits front and rear actuate Girling disc brakes, which are on all four wheels and provide progressive fade-free performance. The handbrake operates through a caliper on the rear brake assembly.

RIDE AND HANDLING

Occupant ride comfort has been given careful consideration and selection of the coil spring and telescopic dampers, which are fitted front and rear provide refinement in this area.

The low centre of gravity limits body roll. Predictable handling is designed to provide neutral to mild understeer with the 35/65% front/rear weight distribution.

Die-cast light alloy wheels (14" x 6" front and 15" x 8" rear) are fitted with 195/60 Hr - 14 and 230/60 Hr - 15 Goodyear Grand Prix NCT tyres.

This tyre is a low profile high performance steel-belted radial. The straight circumferential groove tread pattern and open radial shoulder groove was developed from Goodyear's successful Formula 1 wet race tyre and contributes to the exceptional roadholding of the De Lorean. Positive steering control is achieved by a rack and pinion steering unit in this area. Another safety feature is the collapsible steering column. Driver convenience is assisted by a fully adjustable steering wheel position.

Directional stability of the aero-dynamic fast-back body design is achieved using a semi-rigid polyurethane spoiler/air dam at the front and a sharply cut-off tail, giving both a functional and aesthetically pleasing shape.



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BODY DESIGN

The De Lorean sports car makes unique use of new technology, in the design of the light-weight corrosion-free body.

The main body structure is moulded, glass-reinforced plastic (GRP). It is designed in conjunction with the chassis to carry operational stresses including impact. Body moulding incorporates energy-absorbing elements of rigid polyurethane wrapped with fibre-glass mat to withstand front impact and roof crush loads as required by legislation.

All external body panels are stainless steel and these are completely corrosion-proof, against the most severe atmospheric and road salt conditions. The surface finish is resistant to surface scratching, but in the event of minor damage occurring, normal metal finishing techniques will enable satisfactory rectification to be effected.

All stainless body panels are mechanically fixed to the GRP body to ensure easy service replacement. The bonnet panel has a plastic cruciform bracing bonded to the inner surface to provide the necessary rigidity and hinge fixing points.

Among the most prominent features of the car are the gull-wing doors, which are a very complex component, with the inner panels made of two sections, but entirely of stainless steel to ensure corrosion resistance. The doors are counter-balanced using adjustable cryogenic torsion bars specially developed by Grumman Aerospace and gas struts to provide support.

Special attention has been given to water-sealing and a double weather seal arrangement preserves aero-dynamic and water-sealing integrity.

HEATING/AIR CONDITIONING

Very comprehensive heating and air conditioning is fitted on this vehicle. It is a dual function system which provides both heating and cooling.

The air conditioning system is of the cycling clutch orifice tube type. This uses a pressure sensing switch to prevent evaporative freeze up by cycling the compressor 'on' and 'off'.

Heating is controlled by the amount of air flow through the heater core and this flow is controlled by the temperature control knob.

Humidity, cleanliness and direction of air-flow are all controllable through a system of vacuum operated controls.

OTHER STANDARD FEATURES

Many special standard features are incorporated into the design: leather seats, which are adjustable for rake and fore and aft movement, power windows, three-wave band, four-speaker radio cassette unit, electric door mirrors, full instrumentation and central door-locking.



DE LOREAN MOTOR CARS LIMITED

PRODUCT SPECIFICATION

LENGTH:	13 ft 10 in (4213mm)
WIDTH:	6 ft 0 in (1856mm)
HEIGHT:	3 ft 9 in (1140mm) 6 ft 5 in (1961mm) over mirror - door open
TRACK:	Front 5 ft 2 in (1590mm) Rear 7 ft 11 in (1603mm)
WHEEL BASE:	7 ft 11 in (2413mm)
KERB WEIGHT:	2844 lbs (1290 Kg) (Vehicle including spare wheel, all fluids no occupants)
WEIGHT DISTRIBUTION:	Front Axle 1204 lb (546 Kg) 38% Rear Axle 1971 lb (894 Kg) 62% 3175 lb (1440 Kg) (with Driver and passenger)
WHEELS AND TYRES:	Front 195/60 Hr x 14 6 inch (152mm) Light Alloy Rim Rear 235/60 Hr x 15 8 inch (203mm) Light Alloy Rim
ENGINE:	Rear Mounted Aluminium Alloy 2.85 Litre Overhead Camshaft 90° V6 Bosch K-Jetronic Fuel Injection
TRANSMISSION:	Manual - Constantmesh 5 Speed Transaxle Single Dry Plate Clutch Operated Hydraulically Automatic - 3 Speed Automatic using conventional torque Option convertors - Governor computer controlled gear change with manual selection override
UNDERBODY:	Glass Reinforced Plastic (GRP) This unit is manufactured by a unique vacuum assisted process and consists of upper and lower sections bonded together
CHASSIS:	All Steel Back-Bone Design Front and rear wishbones carry crossmembers which take loads from the all independent front and rear suspension. The engine/ drive train and steering rack are also supported on the chassis. The entire chassis is epoxy coated for corrosion resistance
BODY SKIN:	The underbody is covered with high quality Grade 304 stainless steel body panels. These are handworked to give a unique brushed finish appearance
SOFT FRONT AND REAR ENDS:	The bumpers, sills and spoilers are manufactured from semi-rigid endura polyurethane, capable of considerable flexing without breaking
TURNING CIRCLE:	42.3 ft (40.7 between kerbs) 12.89 M (12.4M between kerbs)
LUGGAGE CAPACITY:.	14 cu ft (0.4 M ³)



DE LOREAN MOTOR CARS LIMITED

PRODUCT SPECIFICATION CONT.

- BRAKES:** 4 Wheel - vacuum assisted - hydraulically operated disc brake system. Brakes are operated through separate front and rear circuits from a tandem master cylinder
Front swept area 279 sq in (180,000 sq mm)
Rear swept area 262 sq in (169,032 sq mm)
- FUEL CONSUMPTION:** 30-38 MPG (9.4 - 7.4 Litres per 100 Km) at constant 90 KPH (calculated figures)
- FUEL TANK CAPACITY:** 10.8 Imp Gallons (49.1 Litres)
- ACCELERATION:** 0 - 60 MPH 8.5 secs (estimated)
- MAX SPEED:** 135 MPH approx. (220 KPH approx.)
- WATER CAPACITY:** 12 Litres approx.
- OIL:**
- | | | |
|-------------------|--------------------|------------|
| Engine | SAE20/40 | 6.5 Litres |
| Manual Gearbox | | 3.7 Litres |
| Automatic Gearbox | A.T.F. | 7.6 Litres |
| | + Final Drive Unit | |
- STEERING:** Adjustable and collapsible steering column assembly
Intermediate shaft and rack and pinion unit
Lock to lock - 2.42 turns
- STANDARD FEATURES:** Air conditioning
Leather faced seats
Electrically operated windows
Electrically operated door mirrors
Centralised door locking
Tinted glass
Light alloy wheels
Stereo radio and tape deck

(PRELIMINARY ISSUE)



DE LOREAN MOTOR CARS LIMITED

GENERAL MOTORS CORPORATION (USA)

- | | | |
|----|-----------------------|------------------------------|
| A. | HARRISON RADIATOR DIV | - AIR CONDITIONING UNIT |
| B. | AC SPARK PLUG DIV | - INSTRUMENT CLUSTER |
| C. | DELCO REMY DIV | - BATTERIES |
| D. | AC DELCO DIV | - STEERING COLUMN |
| E. | DELCO AIR DIV | - AIR CONDITIONING EQUIPMENT |

GUEST, KEEN & NETTLEFOLDS (UK)

- | | | |
|----|--------------------|---------------------------------|
| A. | GKN SANKEY LIMITED | - CHASSIS FRAME ASSEMBLY |
| B. | GKN KENT ALLOYS | - ALUMINIUM ROAD WHEELS |
| C. | GKN FORGINGS | - SUSPENSION FORGINGS |
| D. | GKN TRANSMISSIONS | - CONSTANT VELOCITY DRIVE UNITS |

GOODYEAR TYRE & RUBBER CO. (WEST GERMANY & UK)

TYRES

PEUGEOT - RENAULT - VOLVO (FRANCE)

ENGINES

RENAULT (FRANCE)

MANUAL AND AUTOMATIC TRANSAXLES

ROBERT BOSCH GMBH (WEST GERMANY)

FUEL INJECTION IGNITION AND EMISSION EQUIPMENT, SCREEN WIPERS, ETC.

INTERNATIONAL PAINT DIV. OF COURTAULDS LIMITED (UK)

RESINS FOR BODY CONSTRUCTION

SAINT GOBAIN INDUSTRIES (FRANCE, ITALY & WEST GERMANY)

- | | |
|----|---|
| A. | CONTINUOUS FILAMENT GLASS FOR BODY CONSTRUCTION |
| B. | SAFETY GLASS |

ROCKWELL INTERNATIONAL (UK, ITALY & WEST GERMANY)

- | | | |
|----|------------------------|---|
| A. | WILMOT BREEDEN LIMITED | - DOOR LOCKING AND WINDOW REGULATOR EQUIPMENT |
| B. | SAFE | - LATCHES |
| C. | GOLDE | - WINDOW REGULATOR MOTORS |

BUDD COMPANY (WEST GERMANY)

LARGE BODY MOULDINGS PRODUCED FROM SHEET MOULDED COMPOUNDS

AUGUST LAEPPLER GMBH (WEST GERMANY & EIRE)

STAINLESS STEEL SKIN PANELS

LUCAS GIRLING LIMITED (UK)

DISC BRAKES AND SUSPENSION EQUIPMENT



DE LOREAN MOTOR CARS LIMITED

CHAUSSON (FRANCE)

RADIATORS, CONDENSERS AND OIL COOLERS

BRITISH STEEL CORPORATION (UK)

STAINLESS STEEL SHEET FOR BODY SKIN PANELS

BRIDGE OF WEIR LEATHER CO. LTD. (UK)

REAL LEATHER HIDE

IMPERIAL CHEMICAL INDUSTRIES (UK)

- A. SOFT TRIM MATERIALS
- B. POLYOL FOR STRUCTURAL FOAM BEAMS

SCHLEGEL (UK) LIMITED (UK)

DOOR SEALS

HARMAN INTERNATIONAL INDUSTRIES GMBH (USA & WEST GERMANY)

DOOR MIRRORS

TRW GROUP (USA & UK)

- A. STEERING WHEELS
- B. STEERING BALL JOINTS

TENNECO-WALKER GROUP (UK & WEST GERMANY)

STAINLESS STEEL EXHAUST SYSTEMS

GRUMMAN AEROSPACE/SPS INDUSTRIES (USA & UK)

STAINLESS STEEL CRYOGENICALLY TWISTED GULL WING DOOR TORSION BARS

BTR GROUP (UK)

- A. DOOR SEALING RUBBERS
- B. LARGE BODY MOULDINGS PRODUCED FROM SHEET MOULDED COMPOUNDS

TUBE INVESTMENTS LIMITED (UK)

- A. NON CORROSIVE BRAKE PIPES
- B. SEAT SLIDES

CRAIG CORPORATION (USA)

FOUR SPEAKER STEREOPHONIC RADIO AND CASSETTE SYSTEM

TEXAS INSTRUMENTS (USA)

ELECTRONIC DEVICES



DE LOREAN MOTOR CARS LIMITED

CP TRIM LIMITED (UK)

- A. SEAT ASSEMBLIES
- B. DOOR CASINGS
- C. MOULDED CRASH PADS
- D. OTHER INTERIOR SOFT TRIM

FIRTHS FURNISHINGS LIMITED (UK)

CARPETS

BRITISH VITA GROUP (UK)

- A. SEAT CUSHIONS
- B. FOAMS

ADWEST GROUP (UK)

- A. BURMAN STEERING RACK AND PINIONS
- B. DOOR HINGES
- C. SEAT RECLINE MECHANISMS

BENNECKE AG (WEST GERMANY)

SOFT TRIM MATERIALS

TALBOT MOTORS (UK)

- A. INSTRUMENT BINNACLES
- B. MAZAK BODY ATTACHMENTS

BSG INTERNATIONAL (UK)

- A. LAMPS
- B. SEAT FRAMES
- C. LARGE STEEL PRESSINGS

NEIMANN (WEST GERMANY & UK)

STEERING COLUMN AND DOOR LOCKS

KLIPPAN (WEST GERMANY & UK)

SEAT BELTS

IN TOTAL THE PRODUCTS OF MORE THAN 300 COMPONENT SUPPLIERS ARE COMBINED IN THE ASSEMBLY
OF THE DE LOREAN

DME

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DUNMURRY INDUSTRIAL ESTATE
BELFAST BT17 9JJ N. IRELAND
TELEPHONE: (0232) 611177 TELEX: 748060

THE DE LOREAN

This British built sports car is a unique combination of new technologies and traditional values. The sleek, aerodynamic two seater, styled by Giugiaro, features eyecatching counterbalanced gull-wing doors and the unique De Lorean finish of brushed stainless steel. With its epoxy protected steel chassis, glass reinforced plastic underbody and stainless steel outer panels, corrosion is eliminated.

Currently on sale in the U.S. at 25,000 dollars, plans are on hand to launch the car in the United Kingdom and Europe during 1982.

CONTACT:

PETER MOORE — PUBLIC AFFAIRS EXECUTIVE







