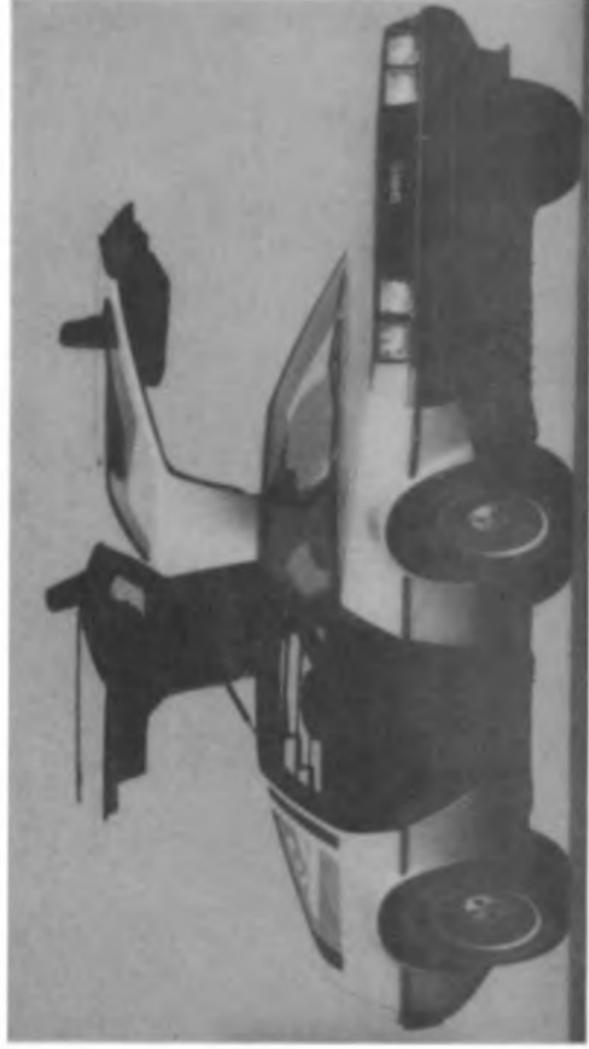


**The
Facts**
ABOUT AN
EXTRAORDINARY
CAR



SEE WHAT'S NEW

DMC

The Facts where to find them

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DE LOREAN — the man, the company, the car



John Z. DeLorean had done it all in the automotive world. At age 31 he headed the research and development department of Packard. He helped develop the Ultramatic, the first automatic transmission to have an aluminum housing. At 36 he was chief engineer at Pontiac, and the man responsible for a succession of innovations that made that car the talk of the industry in the early 60's.

DE LOREAN

In 1965 he was Pontiac's general manager, a General Motors vice president, and, at 40, the youngest man to ever head up a GM division. In 1969 he was promoted to general manager of Chevrolet. That division, whose sales were waning at the time, was turned around with profits increased over 400% in just four years.

In 1972 he was made group vice president in charge of all GM's American car and truck operations. In 1973, when he was considered the leading candidate for the GM presidency, he stunned the automotive world by announcing his resignation.

John DeLorean was convinced that it was possible to build a car with a useful life of more than just a few years. A total performance car that would be economical to operate and safe to drive, without compromising quality and comfort for price. With the founding of DeLorean Motor Company in 1975, he set out to prove it could be done.

It was an ambitious project, and only highly experienced automobile men were called to the task. Top engineers and designers rendered the DeLorean concept with vision and foresight using corrosion-resistant materials and new technology; and in just a few short years the dream began to take shape.

There is a new car on the road today. A car built with great care and commitment; a car that defies convention and challenges the future. The long-awaited transportation revolution has now begun, and a leader has emerged to show us the way . . . the 1981 DeLorean.

Car with a world view

Styled by Giugiaro of Ital Design Studio in Turin, Italy, the DeLorean was designed with the idea of establishing a dealer/distributor network all over the world. The first objective is to satisfy the pent-up demand in the United States. The next step will be to launch the DeLorean in Canada, then the United Kingdom, the balance of Europe, and other countries.

Assembly takes place in Dunmurry, Northern Ireland, a region noted for its skilled, dedicated work force. Those components which are not fabricated at the plant come from several countries including the United Kingdom, the United States, Germany, Sweden and France. The only criterion is that each component must be the best available for its intended purpose.

The Assembly Plant

DeLorean Motor Company has headquarters in New York and California. The assembly plant is operated by a subsidiary called DeLorean Motor Cars Ltd. which is situated on a 72 acre site seven miles west of Belfast, Northern Ireland. The plant itself comprises more than 650,000 square feet of enclosed space among its five major structures and will employ 2000 people. There is also a rigorous test track on the site.

The DeLorean assembly plant has capacity to produce over 30,000 vehicles per year. DeLorean Motor Cars Ltd. plans to produce up to 18,000 units during the first twelve months of production.



The Dealer Organization

DeLorean Motor Company has 350 dealers in 49 of the 50 United States, Alaska being the only exception. The DMC dealer organization has been referred to as the "who's who" in the industry. All dealers were selected on the basis of their track record, their personal reputations, their facilities and their overall commitment to DeLorean products.

Every DeLorean dealer has skilled technicians trained by DMC personnel as well as a full complement of replacement parts and special tools. In contrast to all other factory/dealer relationships, every DeLorean dealer also enjoys an equity position as a common stockholder in DeLorean Motor Company.

Special Features

GULL WING DOORS. This design first excited motorists over 25 years ago on the trend-setting 1956 Mercedes 300SL. Unlike a conventional door which requires 40'' to 50'' of swing space, the DMC gull-wing door needs only 14''. This allows more freedom in tight parking spots or high curbs, and provides added convenience for the driver who must exit next to oncoming traffic.

The DeLorean gull-wing doors are more than just a practical improvement on conventional design — they are distinctly different, and their graceful styling adds a great deal to the overall beauty and uniqueness of the entire automobile.

STAINLESS STEEL SKIN. The DeLorean's stainless steel skin requires no paint, ever, and that means none of the delay or expense of painting. If repairs become necessary, dents can be worked out and refinished to perfectly match the other body panels. Minor scratches can be removed with the prescribed Scotch-Brite pad. Major scratches can be taken out by a finishing tool available at all DeLorean dealerships. Regular cleaning can be done by using any car wash detergent with a low ph value. Afterwards, the surface should be wiped down with a terry cloth towel and allowed to dry. Periodically, the entire finish should be treated with the specially formulated DMC sealer to help resist spotting and fingerprints. This sealer is available through your dealer's parts department.

WHEELS. The DeLorean's front wheels are an inch smaller in diameter than the rear wheels. This minimizes oversteer and contributes to better overall handling.

THE PRV-V6 ENGINE. It gets its name from Peugeot/Renault/Volvo because all three manufacturers use the same power plant. In the United States, the PRV-V6 is used in the Volvo GLE and Bertone coupe. It is generally recognized as one of the most durable and dependable automobile engines in the world.

DE LOREAN MOTOR COMPANY — PHYSICAL CHARACTERISTICS OF COMPETITIVE CARS

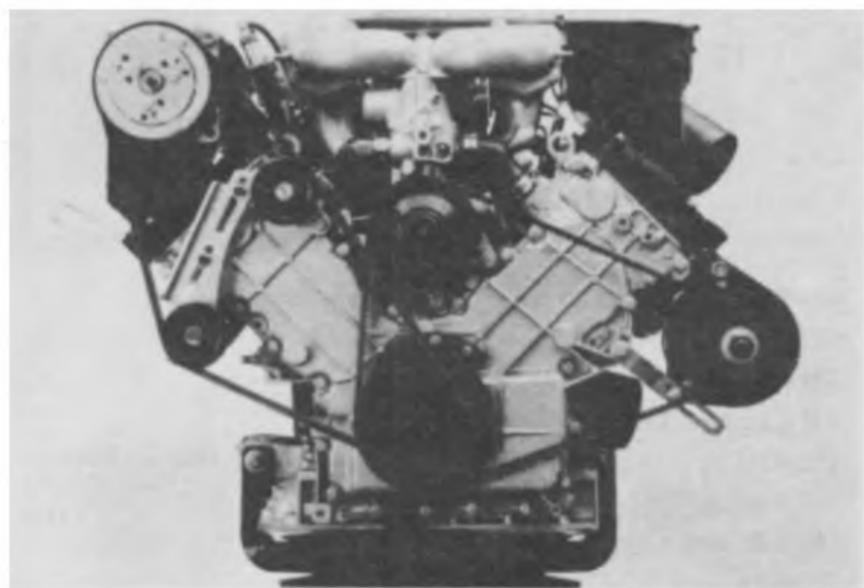
MAKE AND MODEL	CURB WEIGHT	ENGINE DISPLACEMENT (CU. IN.)	ENGINE HORSEPOWER	POUNDS PER HORSEPOWER	LENGTH (IN.)	WIDTH (IN.)	HEIGHT (IN.)	WHEELBASE	FRONT TRACK	EPA FUEL ECONOMY RATING (MILES PER GALLON)	ACCELERATION PERFORMANCE 0 to 60 MPH (SECONDS)	BRAKING PERFORMANCE FROM 70 MPH (FEET)
+ DeLorean (M)	2743	173.8	130	21.1	168.0	72.8	44.9	94.8	62.6	19	8.8	198
BMW 633CSi (M)	3440	196	174	19.8	192.7	67.9	53.7	103.4	56.0	16	8.3 (6)	201 (6)
Corvette (M)	3307	350	190	17.4	185.3	69.0	48.1	98.0	58.7	14	7.4 (3)	190 (2)
Datsun 280 ZX (M)	2877	168	145	19.8	174.0	66.5	51.0	91.3	54.5	21	10.2 (1)	206 (2)
Mazda RX-7 (M)	2345	70	100	23.5	170.1	65.7	49.6	95.3	55.9	21	9.7 (1)	232 (2)
Mercedes-Benz 380SL (A)	3605	234.3	155	23.3	182.3	70.5	50.8	96.9	57.2	17	11.4 (1)	199 (2)
Porsche 911SC (M)	2756	183	172	16.0	168.9	65.0	51.6	89.5	53.9	17	6.7 (1)	169 (2)
Porsche 924 Turbo (M)	2779	121	154	18.0	170.0	66.3	50.2	94.5	55.9	20	9.3 (1)	183 (2)
Porsche 928 (M)	3351	273	220	15.2	175.7	72.3	50.5	98.4	61.1	16	7.0 (1)	197 (2)
BMW 320i (M)	2500	107.7	101	24.8	177.5	63.4	54.3	100.9	54.6	25	11.1 (1)	214 (2)
DeLorean Twin Turbo	2795	173.8	230	12.2	168.0	72.8	44.9	94.8	62.6	17	5.6	198

Source: Automotive News Almanac, 1981
 + DeLorean Motor Company

A—Automatic Transmission
 M—Manual Transmission

(1) Road and Track, May 1981 Summary.
 (2) Car and Driver, March 1981 Review.
 (3) Motor Trend, April 1981 Report.
 (4) Car and Driver, May 1981 Test.
 (5) 450 SL has been superseded by 380 SL; 380 SL Performance data not yet available.
 (6) Car and Driver, November 1978 Test.

DE LOREAN



1981 DeLorean Vehicle Specifications

ENGINE

Type: light-alloy 90°V6 with overhead camshafts

Displacement: 2.85 liters (174 cu. in.)

Bore and stroke: 91 x 73mm

Compression ratio: 8.8:1

Block: light-alloy with cast iron cylinder liners

Heads: light-alloy, cross-flow hemi-chambers

Cooling system: water/ethylene glycol, forward radiator with twin thermostatically controlled electric cooling fans

Fuel System: C.I.S. Bosch K-Jetronic mechanical fuel injection

Ignition system: breakerless, electronic Bosch

Emission control: Lambda Sond/catalytic, unleaded fuel

DRIVE TRAIN

Engine location: rear mounted

Transmission: 5-speed fully synchronized or 3-speed automatic

Final drive: transaxle/double universal half-shafts, ratio 3.44:1, auto 3.185:1

BODY AND CHASSIS

Underbody: composite structure

Outer panels: brushed stainless steel, grade 304

Construction: corrosion protected steel backbone frame supporting cross members and 4-wheel independent suspension

SUSPENSION

Front: unequal length upper and lower control arms, coil springs, telescopic shocks and stabilizer bar

Rear: diagonal trailing radius arms with upper and lower links, coil springs with telescopic shocks

STEERING

Type: rack and pinion

Minimum turning radius: 5.334 meters (17.5')

Turning circle: 10.67 meters, curb to curb (35')

Wheel turns, lock to lock: 2.65

BRAKES

Type: power assisted discs, front and rear

Disc diameter: 254mm (10") front, 267mm (10.5") rear

Parking brake: mechanical, self adjusting, acting on rear discs

WHEELS/TIRES

Wheels: cast light-alloy, 357mm x 152mm (14" x 6") front, 381mm x 203mm (15" x 8") rear;

Tires: steel belted radial, Goodyear NCT

DIMENSIONS AND CAPACITIES

Wheelbase: 2408mm (94.8")

Track: 1590mm (62.6") front; 1588mm (62.5") rear

Length overall: 4267mm (168.0")

Width overall: 1850mm (72.83")

Height: 1140mm (44.88")

Weight, with full tank: 1244kg (2743 lbs.)

Fuel capacity: 51.6 liters (13.2 gal.)

Luggage capacity: 396 liters (14 cu. ft.)

Specifications and equipment based on the available information at time of printing are subject to change without notice.

A Discussion of the Specifications

THE CAR ITSELF. The DeLorean is a revolutionary automobile featuring an Ital Design styled body and novel applications of composite structure, stainless steel, and special alloy components. The result is a lightweight, corrosion-resistant total performance car for the 1980's.

ENGINE. The lightweight aluminum 2.85 liter 90°V6 engine is rear mounted. The oversquare bore/stroke ratio of 91 x 73mm gives it a high revving capability. Cylinder heads of cross-flow design with hemispherical combustion chambers ensure operating efficiency. Single overhead camshafts operate the valves through rocker arms.

ENGINE COOLING. Cooling is provided by a front-mounted cross-flow radiator. Twin thermostatically controlled fans come into operation when the coolant temperature rises.

INDUCTION SYSTEM. The induction system uses the well-proven Bosch K-Jetronic mechanical fuel injection system which provides performance and economy through a system of control parameters. A Lambda Probe (monitoring exhaust gases) and a three-way catalytic converter ensure that stringent U.S. exhaust emission standards are met.

IGNITION SYSTEM. The Bosch electronically controlled ignition system features a pulse generator, rather than the usual breaker points. This assembly (stator, induction coil, trigger wheel) is connected to an electronic control unit, which converts and amplifies the signal for the distributor. The control unit is connected to a high-voltage ignition coil. A ballast resistor converts the normal 4.5-volt running input to 9 volts for start-up.

TRANSMISSION. The gearbox/final drive transaxle is an aluminum casing containing an all indirect 5-speed synchromesh 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 aluminum alloy casing is optional. This unit is electronically controlled through a governor/computer unit which can be manually overridden by moving the selector to first or second gear. The transmission will also kick-down into a lower gear when the accelerator pedal is fully depressed.

CHASSIS FRAME. The all-steel design incorporates a central box section backbone and 'Y' shaped sub-frames which carry the suspension and power train assemblies. This design achieves excellent torsional rigidity. The loads from the all-independent suspension are fed into this structure, which is carefully insulated from the body. The whole chassis is protected with an epoxy coating for maximum corrosion resistance.

The ruggedly constructed fuel tank is centrally mounted. The front suspension and steering are mounted on controlled crush tubes and semi-rigid polyurethane facias are mounted at front and rear.

ALL-INDEPENDENT SUSPENSION. The front suspension is of unequal length links, using an upper wishbone and a single fabricated steel lower link, both attached to the stub-axle by ball joints.

Rear suspension is a 6-link system with all suspension links mounted on bonded rubber bushings to ensure insulation from road noise.

BRAKES. The braking system is operated through a vacuum servo unit and tandem master cylinder. Separate hydraulic circuits actuate fade-free, four-wheel disc brakes. The handbrake operates through calipers on the rear brake assembly.

RIDE AND HANDLING. Front and rear coil springs and telescopic shock absorbers add to riding comfort. The lower center 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 235/60 HR-15 Goodyear Grand Prix NCT high performance steel belted radial tires.

Rack and pinion steering gives positive control. The fully adjustable steering wheel adds convenience.

Directional stability of the aerodynamic fastback body design is enhanced by a semi-rigid polyurethane spoiler/air dam at the front and a sharply cut-off tail.

BODY DESIGN. The DeLorean makes unique use of new technology in the design of the lightweight, corrosion-resistant body.

The underbody is a molded, composite structure, employing energy-absorbing elements of rigid polyurethane wrapped with fiberglass mat. The exterior body panels are made of Grade 304 stainless steel.

The gull-wing doors are precisely counterbalanced and use cryogenically preset torsion bars and gas struts to provide support.

BODY REPAIR PROCEDURES. Minor dents and dings in the exterior body panels can be repaired using standard body repair techniques used in conventional sheet metal repairs, with no need for painting.

Extensive outer body damage, where panels have been punctured, torn, ripped or crushed, requires complete panel replacement. DMC body panels are bolted on and can be replaced without cutting, welding or repainting. The replacement cost for the panels is comparable to that for conventional sheet metal.

For service repair of the underbody, replacement body sections will be available. Using fiberglass repair techniques a new body section is installed in place of the cut-away damaged section. Minor damage to the GRP body can be performed by known fiberglass repair methods.

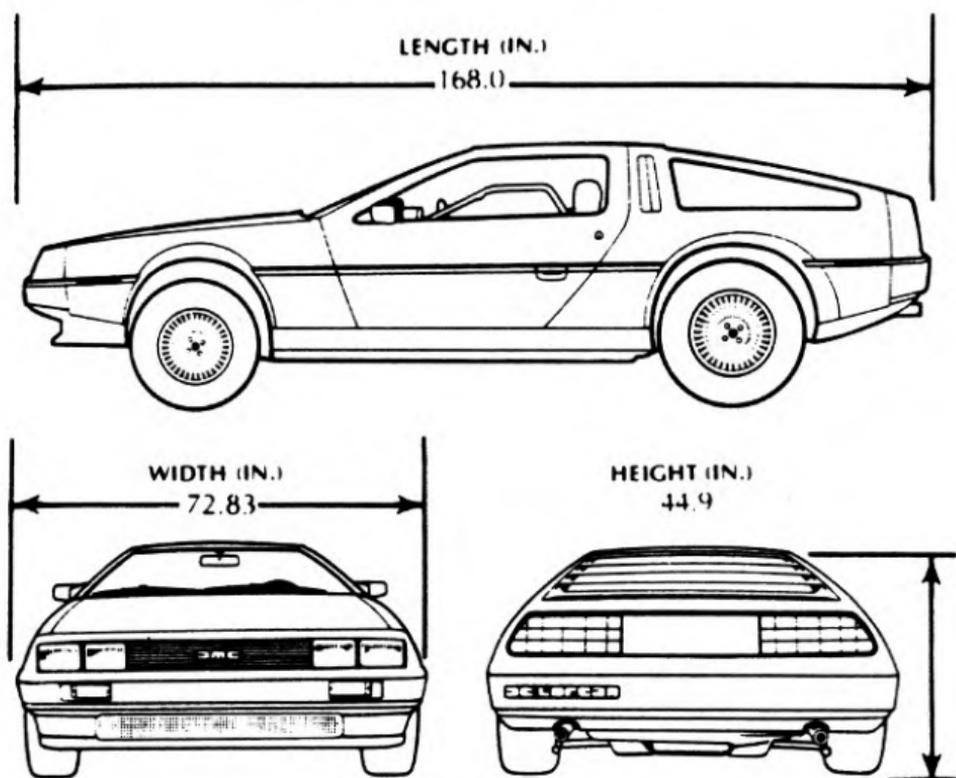
HEATING/AIR CONDITIONING. A comprehensive dual-function system provides both heating and cooling.

The air conditioning system is of the cycling clutch orifice tube type, which uses a pressure sensing switch to prevent evaporative freeze-up.

Heat, humidity and direction of air-flow are all controllable through a system of vacuum operation controls.

STANDARD FEATURES. The seats are fully adjustable. Also included are power windows, AM/FM stereo with four speakers and a cassette unit, electric door mirrors, full instrumentation and a central electric door-locking system.

DIMENSIONS



Suppliers Providing Parts and Systems

SUPPLIER	ITEM
Bosch	Fuel injection, wind- shield wiper motor and ignition system
Girling	Brakes and shock absorbers
Harrison	Air conditioning unit
A C Spark Plug	Instrumentation
Wilmot Breedon	Electric windows and door locks
Craig	AM/FM Stereo Cassette Radio and speakers
Delco Remy	Battery
Goodyear	Tires—front, rear and spare

DE LOREAN



DeLorean Specialties, Inc.
220 Locust Street ● Suite 12-F
Philadelphia, PA 19106

Fred Lockett
President

(215) 625-4932 after 6 PM EST

UWEEJOOE