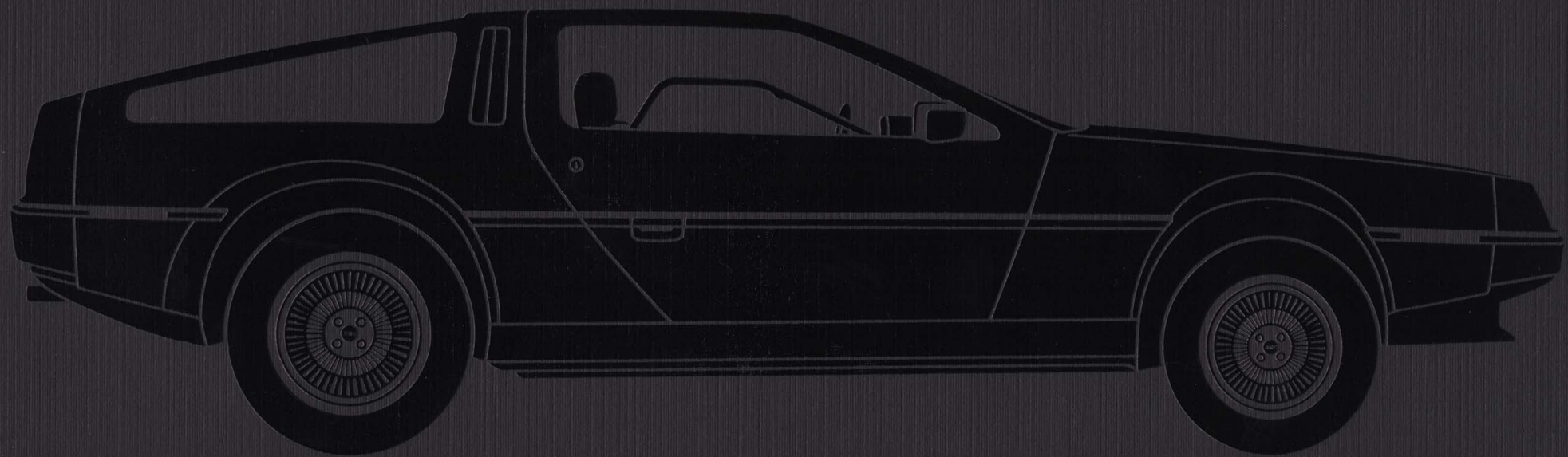


DE LOREAN



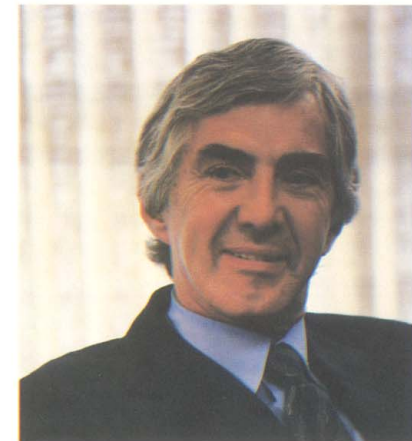
PRESENTING
THE DE LOREAN

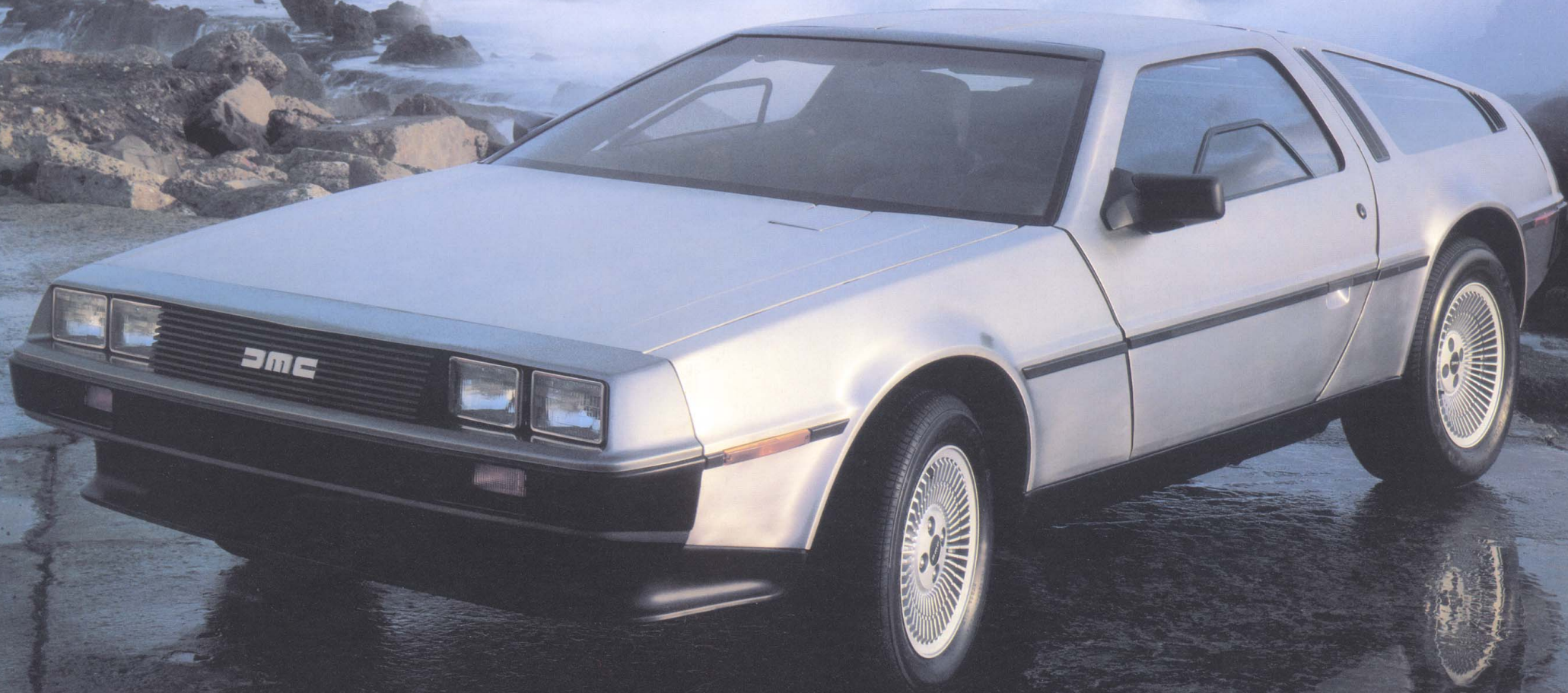
DE LOREAN—the man, the company, the car

After 25 years of spectacular personal accomplishment in the automotive industry, John Z. 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 run and safe to drive, without compromising quality and comfort for price. With the founding of the DeLorean Motor Company in 1975, he set out to prove it could be done.

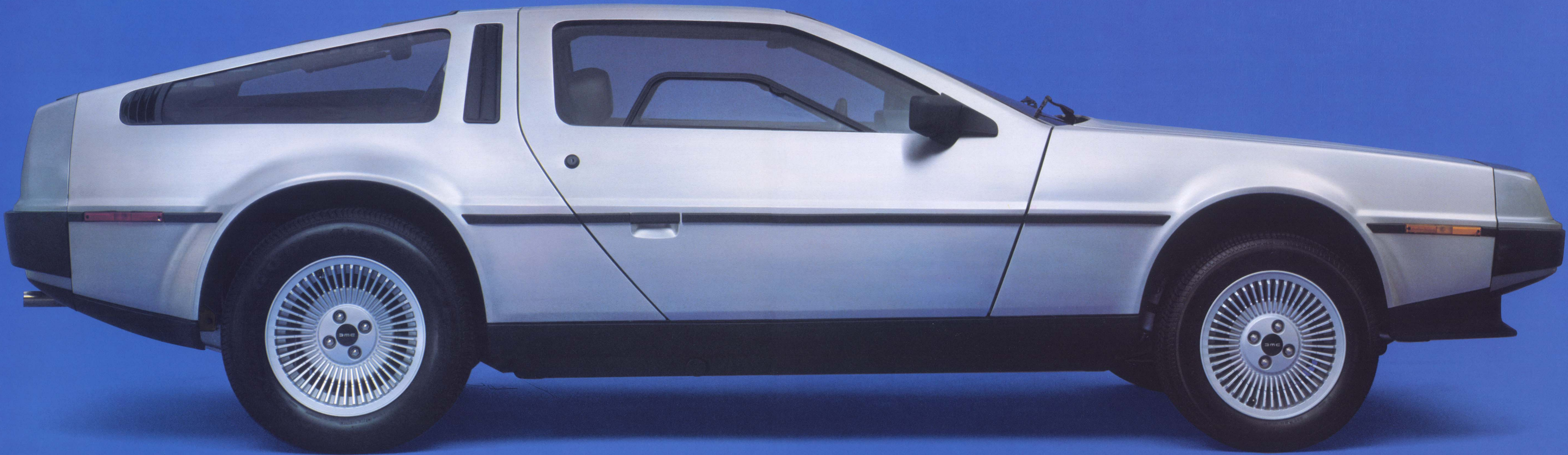
It was an ambitious project, and only experts were called to the task. Top engineers and designers rendered the DeLorean concept with vision and foresight using corrosion resistant materials and new technology, and in just a few short years the dream began to take shape.

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 DeLorean.

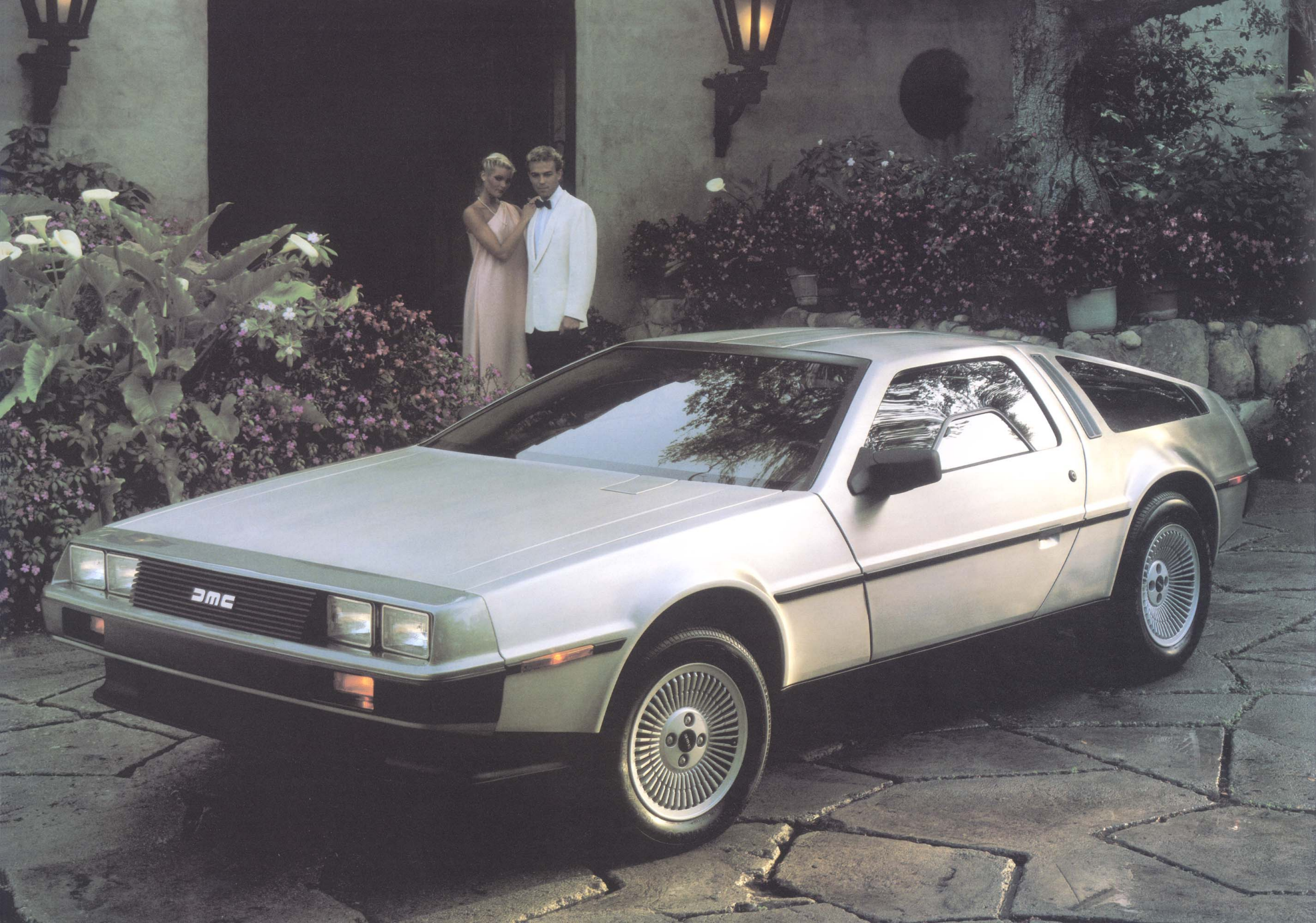


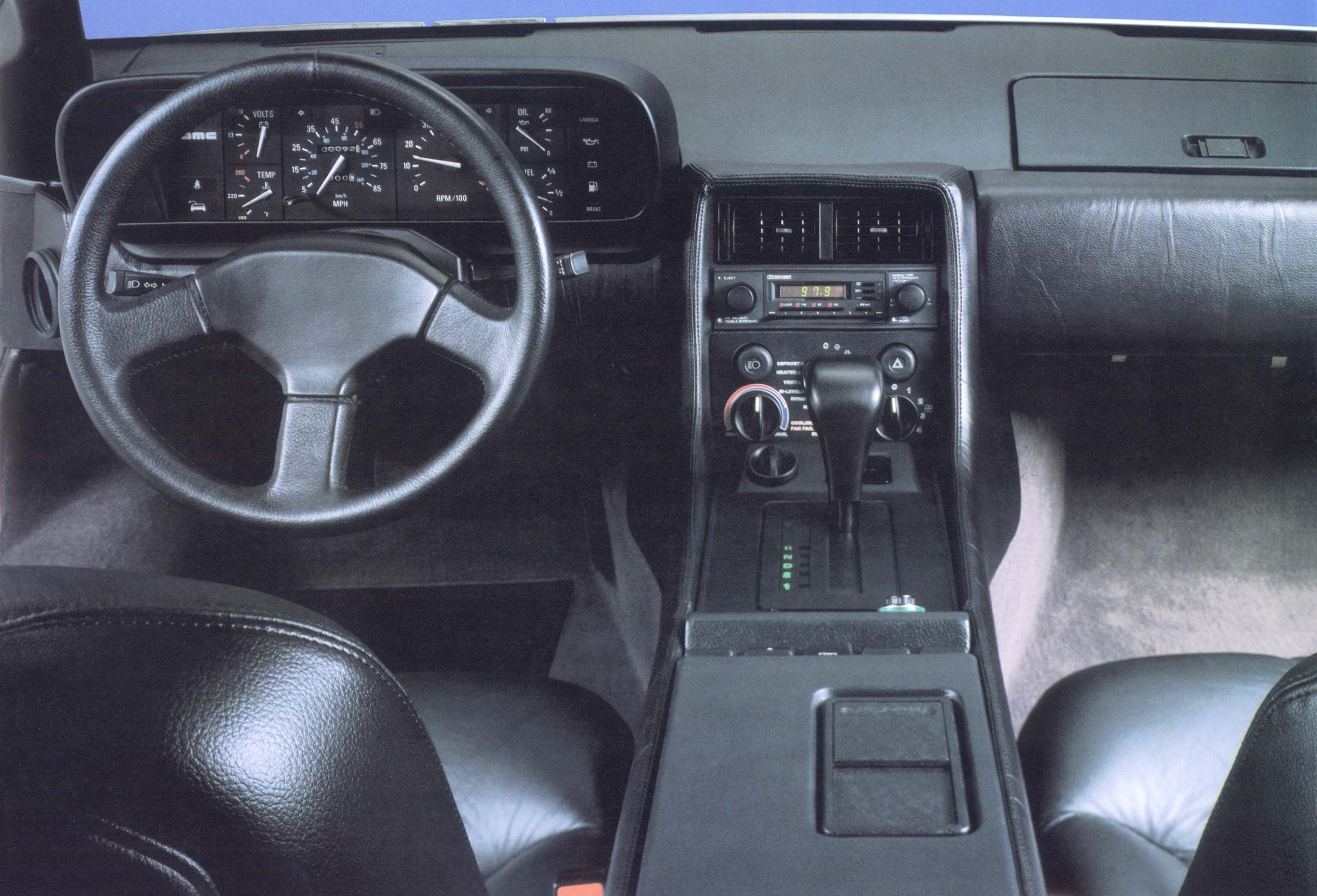












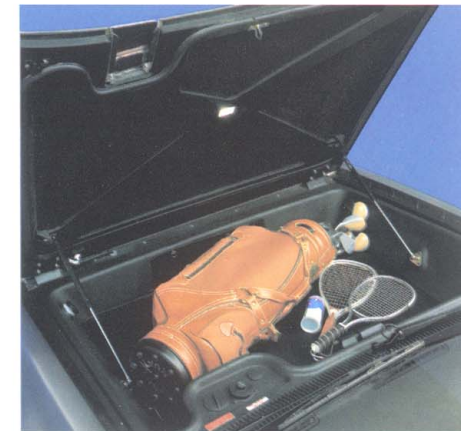
VOLTS
TEMP
MPH
RPM/100
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LAMBDA
BRAKE

97.9

HEATED
COOLING
FAN

DE LOREAN—matchless detail for comfort and convenience

It's called a cockpit, and for a very good reason. Every inch of the DeLorean's interior space has been carefully planned to provide optimum comfort and convenience: fully adjustable seats and power windows; a tilting, telescoping steering column; double weather seals, air conditioning and a seven position dual system of total climate control; full instrumentation and dual electric remote side view mirrors; variable speed windshield wiper/washer; extra storage space right behind the seats; centralized door locking and an AM/FM stereo cassette radio with a Dolby noise reduction system, electronic channel selection memory and digital frequency display. Truly an impressive array of standard features and equipment.



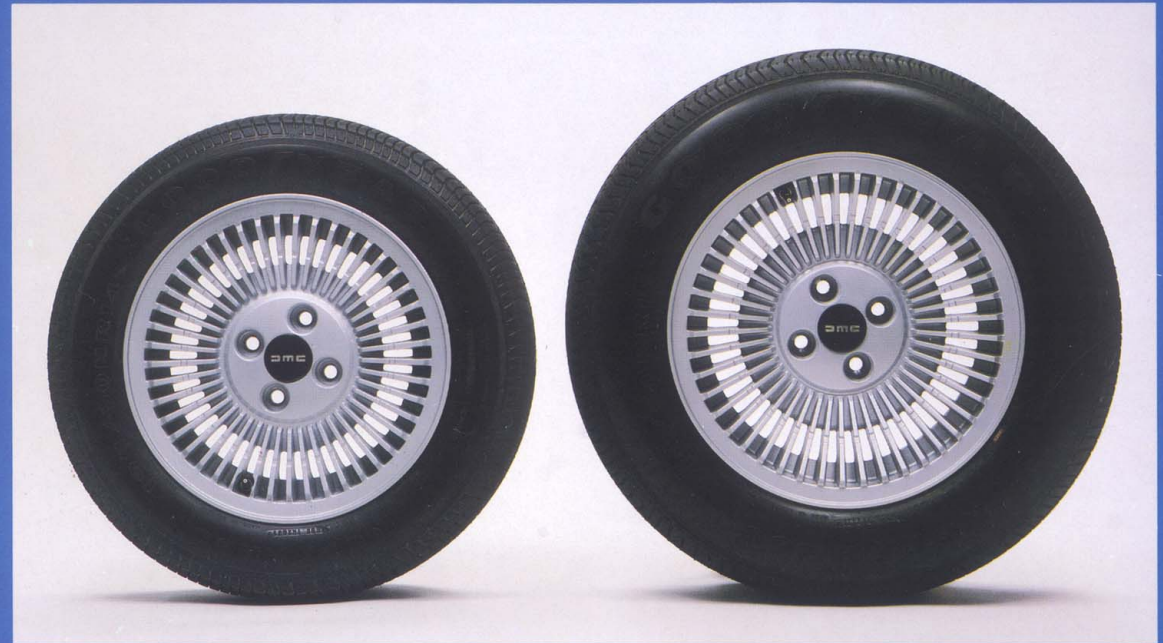
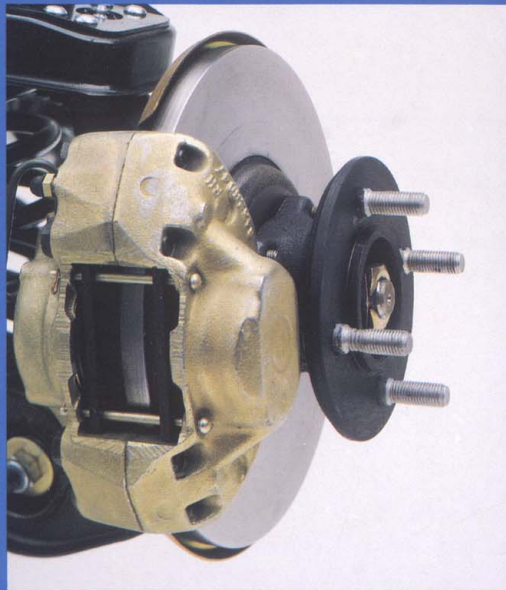
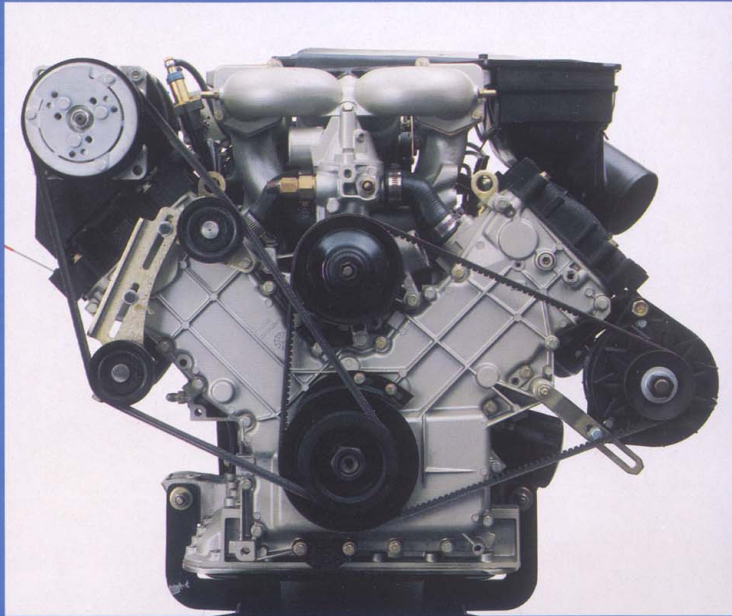
DE LOREAN—engineered for total performance

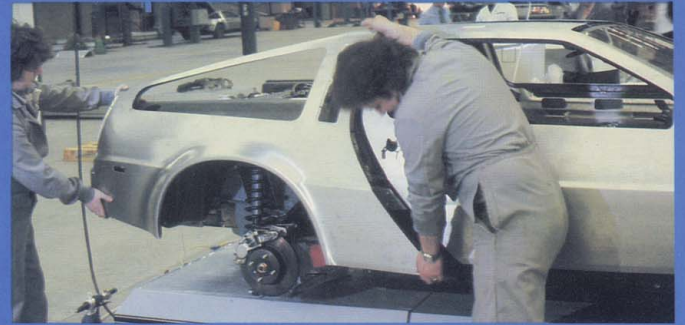
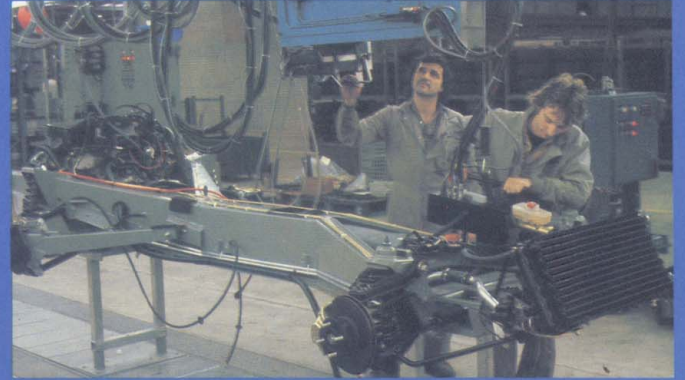
It's more than just the end result of clever engineering and good workmanship—total performance is the absolute standard against which each individual DeLorean component must be judged. A good example of this is the special treatment of the all-steel backbone chassis. It is actually sealed in fusion-bonded epoxy to protect it from corrosion. Or the way the 35/65 rear weight bias enables fully independent suspension to combine with rack and pinion steering for fast, sensitive handling response that needs no power assistance. To really let you feel the road—not just follow it!

Nestled within the rear arms of the rugged backbone chassis, there's a healthy and fuel-efficient 2.85 liter V6 power plant that employs Bosch K-Jetronic mechanical fuel injection and develops 130 SAE net horsepower at 5500 rpm. So whether you've selected the standard full synchro 5 speed transmission or the optional 3 speed automatic, you're in for a thoroughly rewarding experience when you drive a DeLorean.

Performance also means a 4-wheel disc braking system for progressive, fade-free stopping power. NCT steel belted radials for sure traction when it counts. Both of which become an integral part of the DeLorean driving experience.







DE LOREAN—where it all comes together

The DeLorean Motor Company's assembly subsidiary is situated on 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 DeLorean. But extensive use of advanced production technology is not the plant's only distinction.

Worker environment has been a special consideration at the DeLorean plant, from initial design through to production today. Unlike

the traditional assembly method in which each worker repeats a single, monotonous task again and again, DeLorean employees perform several different jobs as members of a team. The absence of congestion and assembly-line pits add to pleasant working atmosphere. This extra attention to the personal satisfaction and pride of accomplishment of the DeLorean labor force is clearly reflected in a most tangible way: the consistently superior quality of workmanship you can expect to find in every DeLorean.

*Total comfort, total performance, total commitment
... totally DeLorean.*





DE LOREAN

