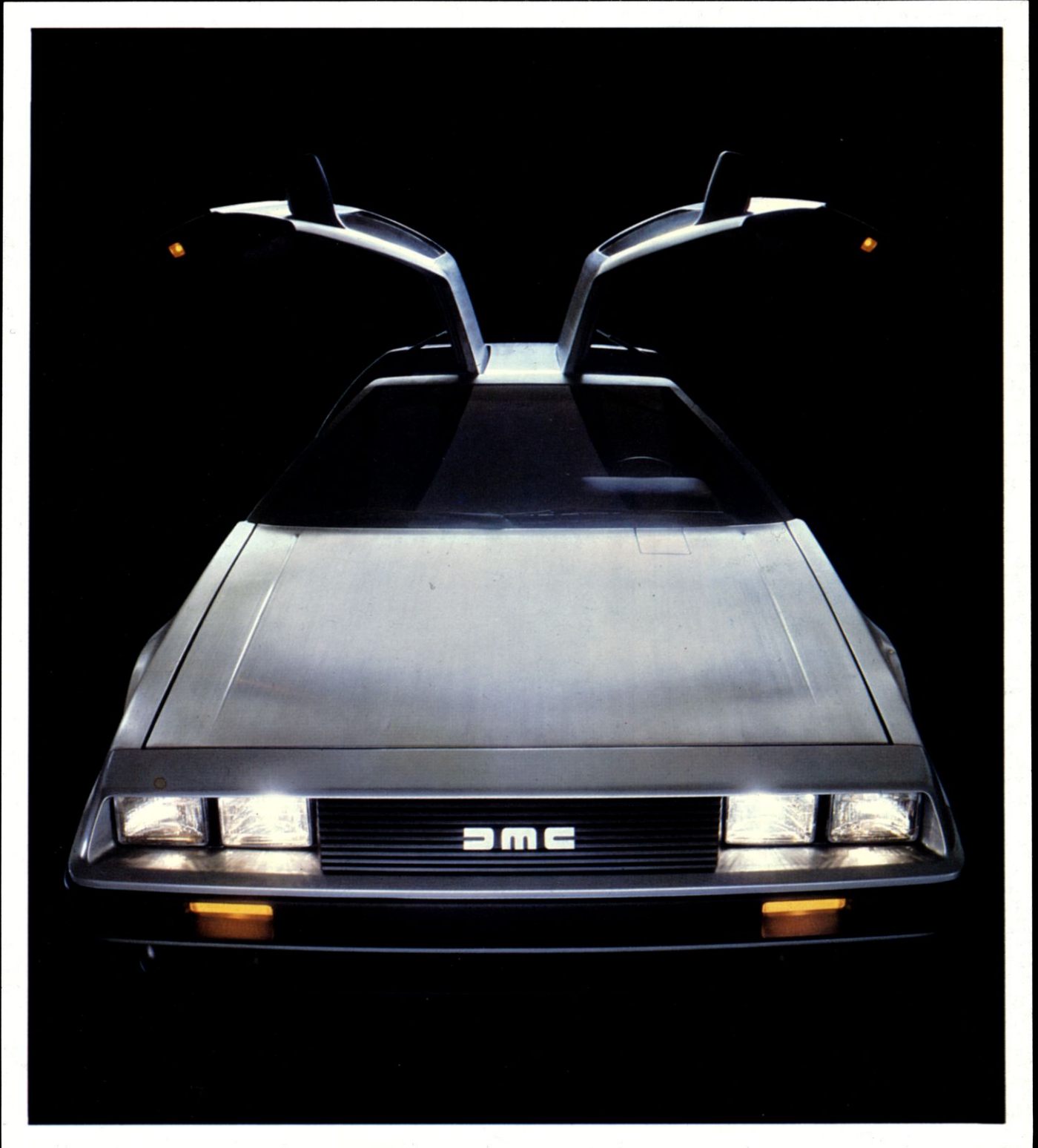


# DMC

*De Lorean Motor Company News*

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Fall 1980

# First Car Shipment to Land in March

**T**he first shipment of De Lorean Sports Cars will land in the U.S. during March, according to a launch program just announced by DMC Vice President of North American Operations, C.R. Brown.

The launch program also includes a multi-point action plan covering all aspects of the launch program from administration to parts.

According to Brown's schedule, contained in a memo sent to all De Lorean dealers in September, 702 units, from January and February production, will make up the March shipments.

In the memo Brown said, "We are fully aware that you (dealers) have been dealing with all sorts of interpretations of our production

plans through the press and word-of-mouth... The purpose of sending you our action plan for North American Operations is to give you a dependable basis with which to communicate our program to your people and to your customers."

Brown's memo outlined a specific and detailed plan of action for the coming months. In November, for example, dealers were contacted for orders to cover the initial parts shipment and special service tools. Distribution of a complete collateral package will start in February.

Technical training for dealer personnel, Brown outlined, will be launched in January. Service/parts and distribution procedure manuals, warranty books, workshop manuals, parts catalogs

and price lists will be ready for distribution in February and March.

"We expect," Brown predicted, "to be able to start shipping initial parts inventories around the first of February."

The action plan chart accompanying Brown's memo covered seven main topics broken into 37 sub-topics covering everything pertaining to the launch program from billing and invoicing procedures to publication of the workshop manual.

"We have now published," Brown concluded, "a detailed and dependable schedule leading up to the date of our public introduction, and beyond. And that's a significant step for the De Lorean Motor Company." ■

## Gold at the End of Amex Rainbow

**T**he "gold at the end of the rainbow" in this year's American Express Christmas Catalog is a De Lorean.

The offering, which is displayed on the front and back covers of the book, is a 24 karat gold plated version of the DMC Sports Car. The price is \$85,000.

The catalog was mailed at the end of August. By mid-November, American Express had received six firm orders, with more pending. The edition is limited to 100 cars.

The cars will be delivered to purchasers in June through DMC dealers.

Under the electroplating, the car will be the same stainless steel model that will be available at all DMC dealers. In the words of the catalog:

*"From its dramatic gull wing doors... to its Colin Chapman world championship automotive engineering, the De Lorean glides into the future with a grace and authority that is seldom seen."*

Once again, American Express is helping to make a name well known. ■



## North American Operations HQ

This is the new home of the De Lorean Motor Co. on the west coast. Specifically, it is the North American Operations headquarters in Irvine, California, about an hour south of Los Angeles. The 52,000 square foot facility includes, in addition to office space, a master parts depot and the technical training center. Parts from De Lorean suppliers, including the Northern Ireland facility, will be shipped directly to the warehouse where they will be packaged and shipped on to the dealer organization. The facility will also house the electronic data processing operation for DMC with on-line terminal communications with DMC ports of entry in Wilmington, Delaware and Long Beach, California, and with corporate headquarters in New York. ■



Some of the work force and the De Lorean Sports Car in one of the courtyards at the Dunmurry facility. It was just two years ago in October that ground was broken for the

660,000-square-foot plant. In two years 70 acres of pastureland was turned into one of the most modern automobile manufacturing facilities in the world.

### Pasture to plant in two years

## Dunmurry Facility Swings into Action

**T**wo years ago this month a handful of De Lorean Motor Co. Ltd. personnel moved into a refurbished carpet factory on the Dunmurry plant site to officially begin operations.

Today that single building and that handful of employees have grown to a six-building plant covering 660,000 square feet and a staff of more than 380. By the end of the year more than 700 people will be working at literally hundreds of different jobs.

One of the most active areas on the 70-acre site is the body and press plant where the glass reinforced plastic (GRP) bodies are already being built. The process is called VARI for Vacuum Assisted Resin Injection, and when body production is at full tilt, six bodies an hour on a three-shift schedule will be produced.

The body plant has to run on an around-the-clock basis to provide enough bodies for the assembly line which will use up to 15 an hour under full production. Bodies produced during the extra shifts are "banked" for the next day's assembly line operations.

The assembly process is unique in several respects. All assembly work is done at "waist level." There are no sub-floor pits for under-chassis work. Rather, the chassis are actually turned bottom-side up for easy and comfortable access to the underside. And the stainless steel skin has meant the elimination of paint booths with their attendant mess and health hazards.

The final production steps are with the mated body and chassis mounted on a computer-controlled device called a Tellus Carrier. It slowly moves through the plant with

a team — each worker trained in a variety of final-assembly tasks — working around it.

Quality has been given the highest priority in the assembly process. The body trim line, for example, is composed of 27 separate work stations. Every fifth station is a quality control point. When a problem is discovered, it is rectified on the spot. That quality control system is backed up by special "patrol inspections" conducted by inspectors who literally patrol various aspects of the production process. And each De Lorean Sports Car will make its laps of the test track on the factory grounds.

The De Lorean that arrives at showrooms this spring is the end product of the most efficient and innovative automobile production system in the world today. Not bad for a two-year-old. ■

# Chief Financial Officer Appointed

**N**EW YORK—The De Lorean Motor Company today announced three new appointments and one top level reassignment.

James G. Stark has been appointed Executive Vice President and Chief Financial Officer; Donald H. Lander will become President of the De Lorean Motor Company Ltd, in Belfast, Northern Ireland; Mike Knepper has been named Director of Public Relations; and Charles Bennington, now Managing Director of the Belfast operation, will assume responsibility for developing the company's second product, the De Lorean Sedan.

Stark, who has already assumed his duties with the company headquartered here, is also expected to be elected to the De Lorean board of directors. He was most recently Executive Vice President U.S. Operations for Northern Telecom, a multi-national manufacturer of telecommunications equipment which he joined in 1974 as Chief Financial Officer. Prior to joining Northern Telecom Stark was a general partner of Lehman Brothers, New York, and had served as Vice President and Treasurer of Consolidated Edison Company.

"Jim Stark brings to our company a wealth of experience in financial management, and an outstanding



*James G. Stark*

record of achievement. With Jim on board we have rounded out our team of management professionals to guide our corporation in the years ahead," John Z. De Lorean, Chairman of De Lorean Motor Co. said in announcing Stark's appointment.

Bennington's previous responsibilities included the construction of the Belfast facility and bringing the De Lorean Sports Car, then called the DMC-12, into production. The plant was completed on schedule this October, and produc-

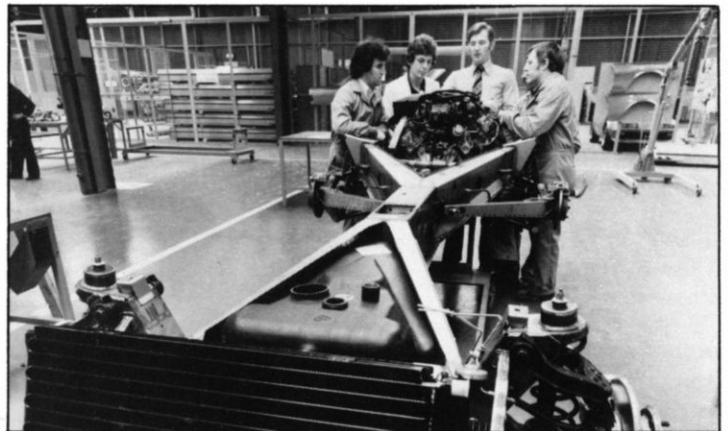
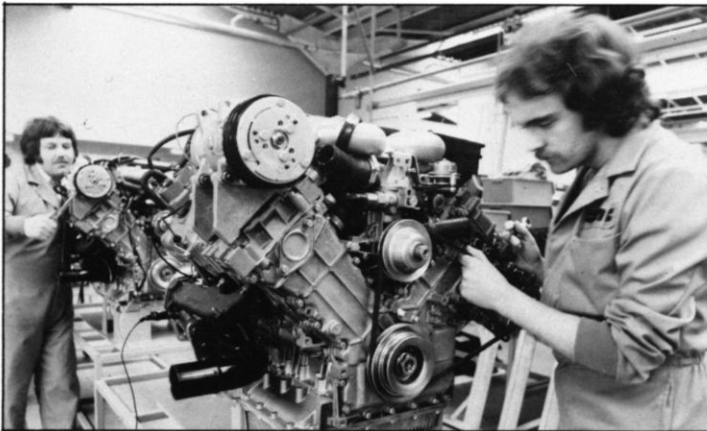
tion of the stainless steel, gull-wing sports car is scheduled for December.

Eugene Cafiero, President and Chief Executive Officer of De Lorean Motor Co., praised Bennington's "remarkable achievement in transforming an empty green pasture into one of the most modern automotive manufacturing facilities in the world, and in record time. He also recruited one of the most talented automotive staffs in the world," Cafiero added. "In his new assignment he will face equally difficult challenges."

Bennington will divide his time between Belfast and the Turin, Italy studios of Giugiaro's Ital Design where the stainless steel, gull wing four-door sedan is being designed.

Landers, who assumed the new position of President of De Lorean Ltd. on Nov. 19, recently retired as President of Chrysler Canada. His long career with Chrysler included positions as Group Vice President Chrysler International, Group Vice President European Operations, and Managing Director, Chrysler UK.

Knepper comes to De Lorean after an outstanding career in automotive journalism. He was most recently Executive Editor of Car and Driver magazine, and has been Feature Editor of Road & Track and Editor of Motor Trend. ■



## Going to School

The training facility was one of the first departments to go into operation at Dunmurry. It was here that supervisors were instructed on the construction of the Sports Car so they could,

in turn, train others. Now, new employees are spending as much as four weeks in the training center before taking up their assigned positions on the assembly line.



DMC President Gene Cafiero escorted Mr. and Mrs. Jerry Goodwin of Goodwin Dodge in Fullerton, California through the De Lorean plant earlier this year.

## De Lorean Dealers Make Dunmurry Plant A Popular European Vacation Stop

**T**here are two lines at the DMC complex in Dunmurry, Northern Ireland: the assembly line, and the line of American dealers who have come to see the progress on the world's most advanced sports car.

A number of dealers have scheduled trips to the West Belfast facility as part of business or vacation trips to Europe.

"I didn't realize the plant would be so far along," said Jerry Goodwin, President of Jerry Goodwin Dodge, Inc., in Fullerton, California, who toured the plant with DMC President, Gene Cafiero.

"In the training facility, Catholics and Protestants are working side by side," Goodwin said. "There may be religious differences, but the tensions don't reach the workplace. The workers in Belfast have a long tradition of skilled craftsmanship."

Goodwin said he and his wife had a good trip to Northern Ireland. "Now I'm looking forward to having the car in my showroom," he said.

Paul Cerame, President of Paul Cerame Imports, Inc., of Florissant,

Missouri, brought two of his customers, Andy Juden and Joe Bixby with him. Both have placed orders for the DMC Sports Car.

"I was amazed," Cerame said. "I didn't envision such a complex of buildings. This plant will be one of the most modern automobile factories in the world."

Will Smyly, President of Smyly Buick, Inc., of Malden, Massachusetts, was interviewed by the Newsletter in Belfast, while touring the plant, and told the reporters of his excitement.

"I am sold out of De Lorean cars for two years, so that is an indication of the demand," he said.

Brothers Sam and Joe DiFeo, owners of DiFeo Buick, Inc., of Jersey City, New Jersey, came home happy.

"I knew John De Lorean was a fanatic about quality control, but the trip to Ireland clinched it for me," Sam DiFeo said. "I felt they were not only putting together an automobile, they are also interested in taking care of it after it is sold. I don't think a problem car will leave Belfast." ■

## De Lorean to Ride On Goodyear's Best

**G**oodyear's low profile, high-performance NCT steel belted radial tire will be original equipment on the new De Lorean Sports Car.

The Goodyear NCT, or neutral contour tire, has been sold in Europe since 1978. However, special testing and development work has led to an NCT specifically tailored for the new De Lorean.

Neutral contour refers to a molding technique in which the tire is molded in the shape it is to assume when inflated and on the car. With conventional molding techniques a tire assumes its final shape only after being inflated. The neutral contour design creates a tire in which cornering and braking forces are more equalized throughout the entire structure for improved handling.

The NCT's circumferential tread pattern was derived from rain tires Goodyear developed for Formula 1 racing.



The De Lorean will be equipped with 195/60HR-14 NCT's in front and 235/60HR-15 NCT's on the rear.

Goodyear plans to use the De Lorean in its advertising campaign introducing the new tire. ■

# SME

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