

DE LOREAN MOTOR COMPANY

March 13, 1979

cc M. Lytle
M. McCann (get
draft reply rd)

DEPT. OF COMMERCE
20 MAR 1979
RECEIVED IN
PRIVATE OFFICE

Mr. George Quigley
Department of Commerce
Chichester House
Chichester Street
Belfast, BG 14JX, N.I.

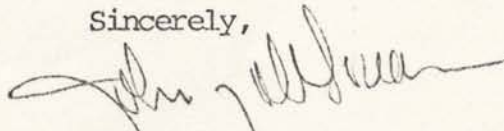
Dear George:

It was a pleasure to see you last week. We are extremely pleased at the progress of our operation. Our major concern was our ability to hire capable automotive people and move them to Belfast. To date, we have put together one of the finest teams in Europe. The technical program at Lotus is a bit ahead of schedule and the site and building progress are right on target. Our dealer program in the U.S. is proceeding rapidly, and we would expect it to be essentially completed by year end.

As you know, during our negotiations we mutually agreed that it would be desirable to set aside a fund to acquaint the world with the craftsmen of Northern Ireland, thus creating the climate for acceptance of a prestige automotive product built there. We had requested that the Department of Commerce allocate \$5 million for this purpose. These funds would not be mixed with your normal NIDA promotional expenditures. We would visualize a total expenditure of \$10 million to launch our car with \$5 million from each of us. The \$10 million would blanket the period of July 1, 1980 thru June 1981. Our \$5 million would be spent in traditional automotive advertising, extolling the virtues of the car and the pleasures of ownership. Your \$5 million would be spent primarily on showing individual members of the Northern Ireland work force and discussing their industrial heritage in relation to producing a car of outstanding quality. We could perhaps show a picture of the man, discuss his family background, his new job, how he feels about it and how important it is to him. In the end, it is institutional advertising for both of us. These efforts would have to be coordinated carefully so that they added up to a cohesive, believable whole. I would propose that our agency prepare all ads with the specific approval of your staff.

Is this generally in accord with your thinking?

Sincerely,



John Z. De Lorean

cc: C.K. Bennington
C.R. Brown