



Northern Ireland Industrial Development Office

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Mr J.B.C. Lyttle,
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March 16 1979

Dear Brian,

Thank you for your letter of March 7 regarding your meeting with DeLorean and his colleagues.

You will be aware that we have been involved in considerable in-depth thinking and research prior to and during the evolution of our current advertising campaign. I am particularly pleased that we are receiving numerous telephone calls which clearly indicate that people are reading our ads. This is a new experience for us. The Airco enquiry was, for example, the case of a senior executive in a very large organisation actually reading the ad in Forbes Magazine in bed one evening, - and being prepared to say so when he telephoned me to make an enquiry. We have had numerous other enquiries of this kind but none quite so dramatic as yet. When I was in Texas a couple of weeks ago, I was greatly heartened by the number of people who, when greeting me, said that they had been following our recent advertisements in their favourite trade journal.

Against this background, I would be very reluctant to tamper with the present campaign. We have, as you know, been very careful to avoid highlighting the DeLorean story in our advertisements. There has been much publicity given to the DeLorean project in the USA and not all of this has been favourable. There have been unfavourable letters in the press, and we have been the butt of some ridicule because of the nature and size of the investment. Moreover, we have had companies calling us and suggesting that they would like similar assistance! My intuitive feeling, therefore, is that DeLorean should be allowed to get on with his campaign and we should wish him every success.

Having said this, if the Department has committed us to seeing DeLorean's advertising agency, we shall be happy to discuss this matter with them. We have been maintaining close contact with their public relations agency and I don't know whether they will also handle the advertising. We have a good relationship with them and I think they would accept our polite refusal to get involved with the DeLorean campaign.

...../contd.

Mr J.B.C. Lyttle

March 16 1979

I have copied to you my note in reply to Alan Macartney's letter of March 6 and I should be grateful to have your directive on the next step for NIIDO in the matter of our involvement with DeLorean regarding our advertising campaign.

Kind regards.

Yours sincerely,

A handwritten signature in black ink, appearing to be 'R.J. Browne', written in a cursive style with a long horizontal stroke extending to the right.

R.J. Browne