

DEPARTMENT

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Mr John Z De Lorean  
De Lorean Motor Company  
280 Park Avenue  
NEW YORK 10017

30 March 1979

Dear

Thank you very much for your letter of 13 March, from which I was delighted to hear that your project is moving ahead smoothly on all fronts.

Let me say immediately that we appreciate the need to create the climate for the acceptance of a prestige car built in Northern Ireland through appropriate advertising media, particularly in the United States.

Naturally, in any determination of the part which the Department might play, we must take into account the extent of our existing world-wide advertising commitments in relation to the budget likely to be available during the year commencing 1 July 1980.

It seems to us that it would be best if we could marry our individual requirements within the framework of our advertising campaign running in the US at that time. As a first step I would suggest that our respective Agencies should meet to discuss the future possibilities in this direction. We are represented in the US by Charles Barker/Ayer Financial, -11 Broadway, New York, NY 10004. (Tel No 212-269-6120). The Account Executive is Mr Glenn Johnson.

I trust this suggestion commends itself to you and that we can move forward on this basis.

Yours sincerely

W G H QUIGLEY

cc H. L. H. H. H.  
H. Solley