

MR LITTLE:

cc Mr Jolley

Thank you for your minute of 4 April 1979 on the follow-up to points which I recorded on 19 February following a brief discussion with Mr Henderson of NIDA.

I entirely agree that we must accept the professional advice we have received about the respective merits of Automotive Industries and Automotive News.

I very much agreed with your line on a possible harmonization of our advertising plans and those of Mr De Lorean. As I see it, Mr De Lorean has the nub of an idea - namely that he and the Department might proceed in such a way later this year as to secure some mutual reinforcement for their respective efforts. We have an obligation to consider seriously whether this idea can be developed in a way which is mutually satisfactory and is certainly not detrimental to our objectives. One of the points we would obviously be watching is that we do not become so closely identified with the De Lorean product before it has proved itself fully that we lose out badly if that product itself does poorly in the market-place. We have, of course, no reason whatsoever to believe that it will - indeed, quite the contrary. We must therefore be careful not to go to the other extreme and demonstrate a lack of confidence or an apprehension which in themselves prove self-fulfilling. In other words, this is clearly tricky territory but there is probably a careful course to be steered which all concerned would recognise as being to their mutual advantage. As you suggest, the next step seems to be further exploration, the results of which we can then study. Meanwhile, my letter to Mr De Lorean is in effect a "holding" reply.

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Perhaps you would arrange to copy these pts. to Mr Brown so that he is fully in time with our thinking on this. You may also wish to discuss the matter with him prior to his participation in the tentative discussions which are to take place.

W G H QUIGLEY
6 April 1979

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