



Northern Ireland Industrial Development Office

British Consulate-General
150 East 58th Street
New York, N.Y. 10022
Telephone: (212) 593 2258
Telex: 230 126919

Miss J Dixon
Department of Commerce
Chichester House
64 Chichester Street
BELFAST BT1 4JX

4 December 1979

Dear Joan,

DE LOREAN MOTOR COMPANY

X | You might be interested to see the enclosed report, particularly with reference to the strong line which the Minister took with Mr De Lorean on his recently reported (Financial Times of 23 November) intention to launch a joint advertising programme in the USA with NIIDO. My views on the proposal are on record and I am glad to say that the Minister adhered strongly to the same views.

2. As you know in our advertising campaign in this country over the past couple of years we have made reference to well known US companies in Northern Ireland with a strong track record. The DMC is not yet in that category and for that reason, together with the fact that it has received a considerable amount of negative publicity, we feel that the use of the DMC project would weaken our advertising message in this country. Moreover, with a reduced budget to work with we must be even more selective in the material which we use in the ads.

3. May I take this opportunity of thanking you Joan for conveying your very kind wishes through Marcus Robinson on my recent promotion.

*Kind regards,
Sincerely,*

R J Browne

*Copied to Minister's tour file
12/19.
M. Macartney*

Because of X I think that these papers, before being put on the Minister's visit file, should be copied on to the file where M. Browne's views on joint advertising with De Lorean are recorded.

JW 19/12