

# AUTO ALBUM

(CLIP AND SAVE)

BY TAD BURNES

A "COLLECTOR'S CAR" FROM THE START!

PRODUCED 1981-1982

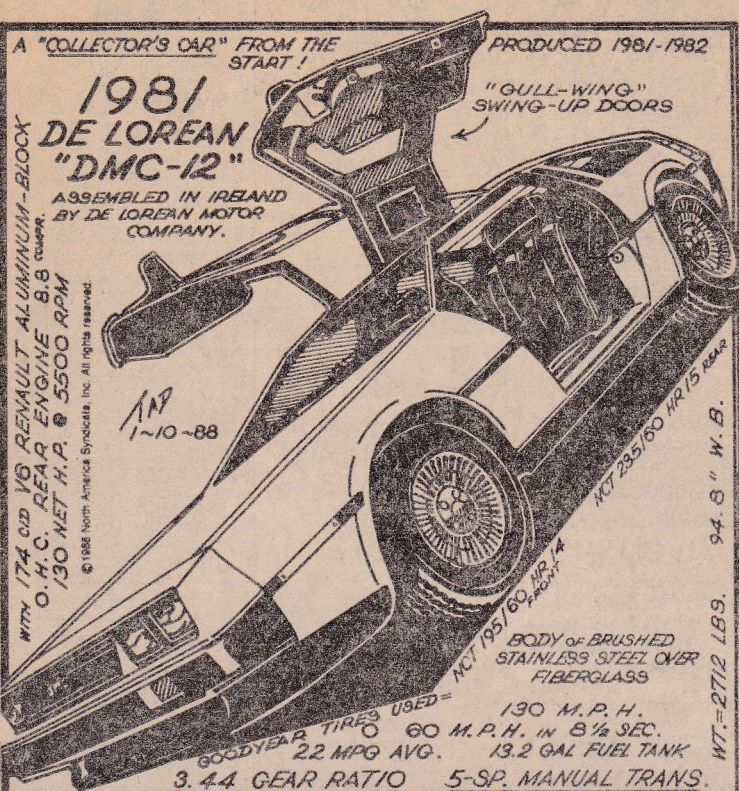
## 1981 DE LOREAN "DMC-12"

ASSEMBLED IN IRELAND BY DE LOREAN MOTOR COMPANY.

"GULL-WING" SWING-UP DOORS

WITH 174 CID V6 RENAULT ALUMINUM-BLOCK O.H.C. REAR ENGINE 8.8 COMP. 130 NET H.P. @ 5500 RPM ©1988 North America Syndicate, Inc. All rights reserved.

TAD 1-10-88



GOODYEAR TIRES USED = 130 M.P.H. 60 M.P.H. in 8 1/2 SEC. 22 MPG AVG. 13.2 GAL FUEL TANK 3.44 GEAR RATIO 5-SP. MANUAL TRANS.

WT.=2712 LBS. 94.8" W.B.

### 1981 DE LOREAN

John Z. De Lorean enjoyed a most successful career with General Motors Corporation. In the 1960s, under his direction, GM's Pontiac Division made giant strides forward, utterly shedding its conservative image and going for the big youth market. Pontiac sales quadrupled! After being head man at Pontiac for several successful years, De Lorean assumed a similar position at the Chevrolet Division and also worked wonders there. But growing restless in a big corporation that tended to stifle his individuality, he left GM in 1973; and in two years he'd begun work on a new car that would bear his name. The earliest DE LOREAN test car was designed as a safety vehicle. But as time passed, styling and performance took priority.

The March 1976 issue of Fortune described his plans to market his own car, and in 1977 the July issues of both Car & Driver and Road & Track magazines carried De Lorean cars on their front covers and a feature story inside. In September 1977, Motor Trend carried a story on the coming 1979 De Lorean!

De Lorean planned a factory in Puerto Rico. But the British Government made him a better offer: considerable financial backing if he'd build the factory in Northern Ireland, where there was 22 percent unemployment. With the help of the British Government and few wealthy friends, including Johnny Carson, Sammy Davis Jr. and others, De Lorean rounded up the capital to build and open his factory. The De Lorean car generated much excitement: It was all-new, from an all-new company!

Unfortunately, the debut of available cars was delayed too long. Pilot models were around in 1977, but full production didn't begin until the factory was open in 1981. Inflation had upped the price. In '77 it was to sell for \$10,000. In '81, the cost was \$25,000, and going toward \$40,000 or more! There were over 500 dealer outlets (many of them also selling Cadillacs), but De Lorean stepped up production to a point where he had hundreds of excess cars to sell off. The British Government and other creditors wanted their money, and the rest is a sad story that's already been well publicized. In the fall of '82, the factory in Ireland was shut down. A firm in Columbus, Ohio (Consolidated International, Inc.) bought up the stock of De Lorean cars and sold them at reduced prices (through the remaining De Lorean dealerships). A \$29,825 '82 model was reduced to \$18,825, and a "1983" that was sticker-priced at \$34,007 was reduced to \$21,000 (plus tax and license).

"Live the dream!" had been De Lorean's sales slogan. The De Lorean car was genuinely different, interesting, and distinctive: a true GT sports model. A few are still being bought and sold today, so if you would like to own one of these unique cars you may still be able to locate a clean, low-mileage specimen. The price: negotiable.

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#### Volkswagen

'85 VW Quantum Wgn at, A/C, P/S #6337 Exc cond. \$5995. Bellevue BMW/Subaru 643-4544  
'87 Jetta 4 DR AT, AC, Sk, White, Warr. Near new. #667A. \$8995  
■ BEL-KIRK MTRS. 822-8277 ■  
■ '64 Cmptr, exc, \$4000 inv, poss trade. \$1550/OBO. 772-0536

#### Volkswagen

'74 Karmann Ghia, top condition, 1 owner, yellow, \$3950, rebuilt engine. 365-1814 eves & Sun.  
'75 Dasher SW, needs head gasket, \$250, '76 Dasher HB, thrashed interior, \$250. 324-4044  
'68 convert Karmen Ghia, great shape, \$5000/OBO. 324-9542

#### Volkswagen

'82 SCIROCCO, 5 pkg, must see. \$5995. Frank Kenney Mazda 623-6500  
'82 VW Vanagon 7 Pass. 2 tone, Sunroof. Excellent Condition. \$5950. 226-8453, Dir.  
'83 Rabbit, diesel, 60K, red, clean \$3595 This Weekend Only AURORA MITSUBISHI 361-8989  
'83 Scirocco Ltd Edit. Wolfsburg. 40K, red, a/c, stereo. 3 yr warr. \$7950. 746-6029 or 822-2255  
'84 Stereo Cassette 9,000 miles. \$1900. 746-6029 or 822-2255

#### JANUARY CLEARANCE

We will accept any reasonable offer. We will pass the savings on to you instead of paying year-end inventory tax.

CLIP AND SAVE