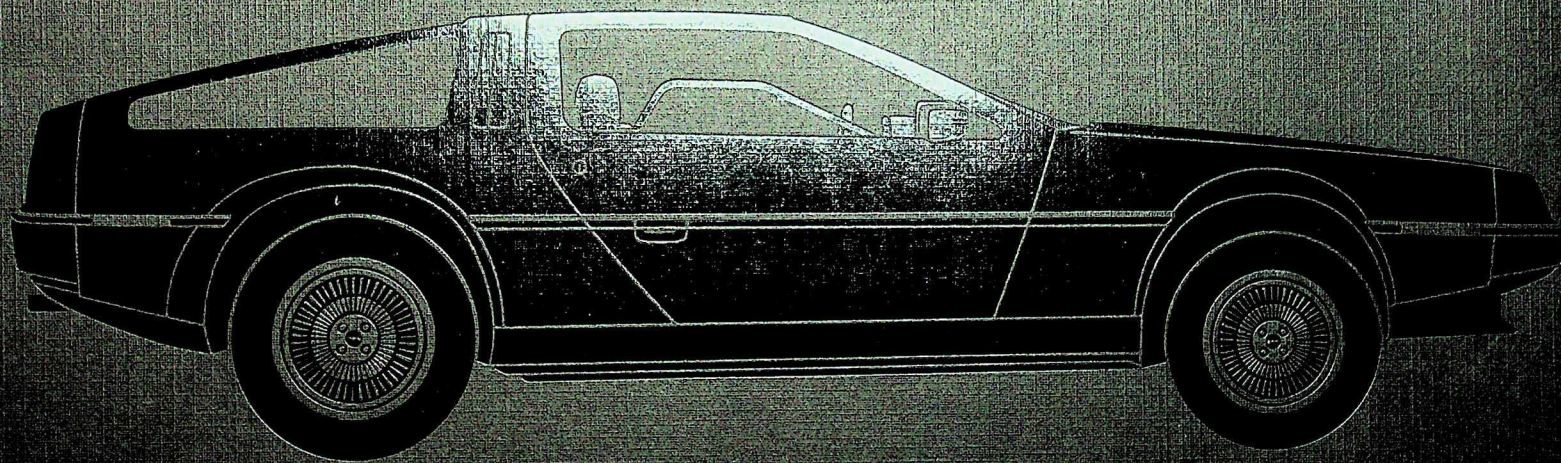


DE LOREAN



PRESENTING  
THE DE LOREAN

# DE LOREAN—the man, the company, the car

**A**fter 25 years of spectacular personal accomplishment in the automotive industry, John Z. DeLorean was convinced that it was possible to build a car with a useful life of more than just a few years. A total performance car that would be economical to run and safe to drive, without compromising quality and comfort for price. With the founding of the DeLorean Motor Company in 1975, he set out to prove it could be done.

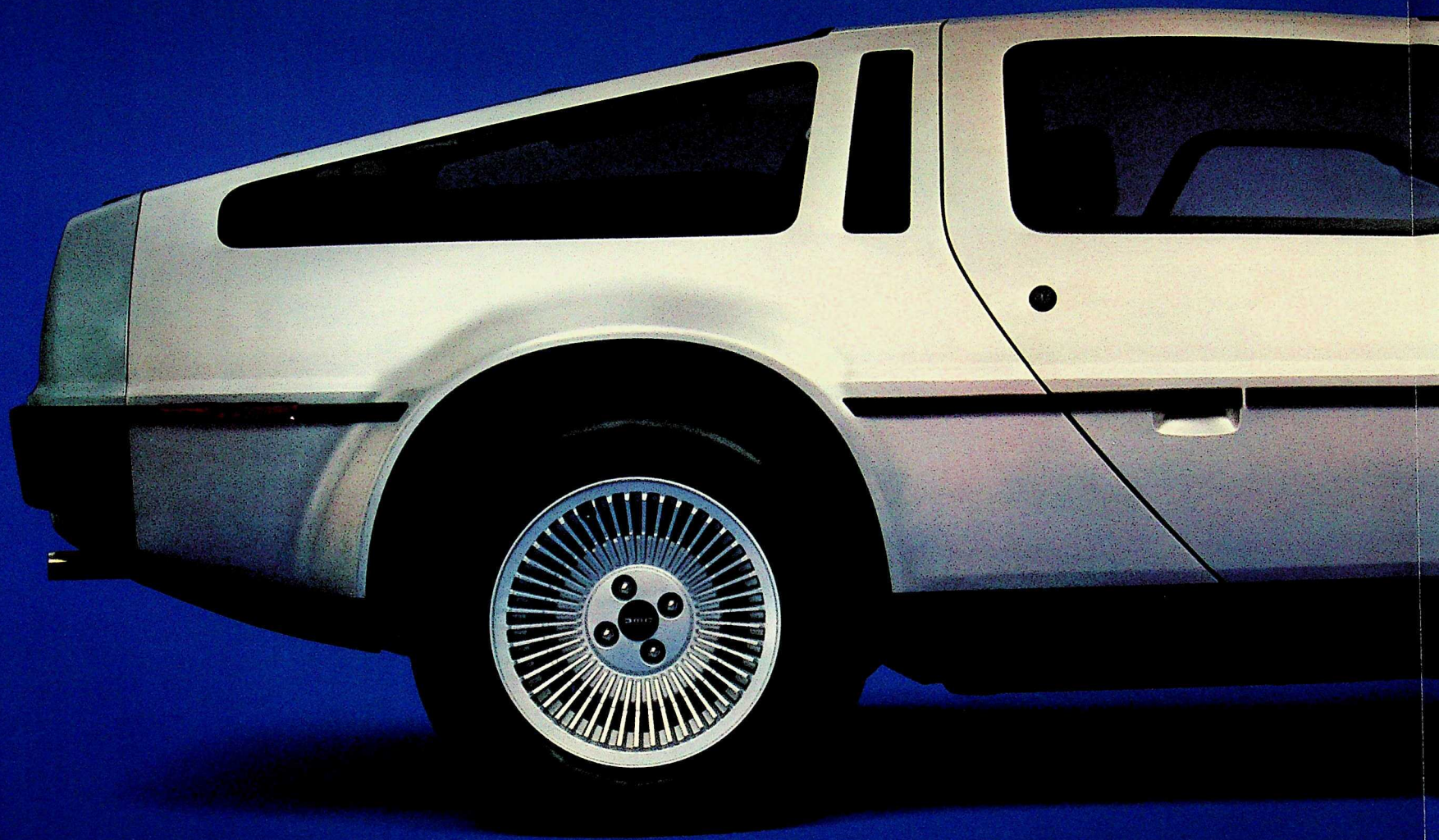
It was an ambitious project, and only experts were called to the task. Top engineers and designers rendered the DeLorean concept with vision and foresight using corrosion resistant materials and new technology, and in just a few short years the dream began to take shape.

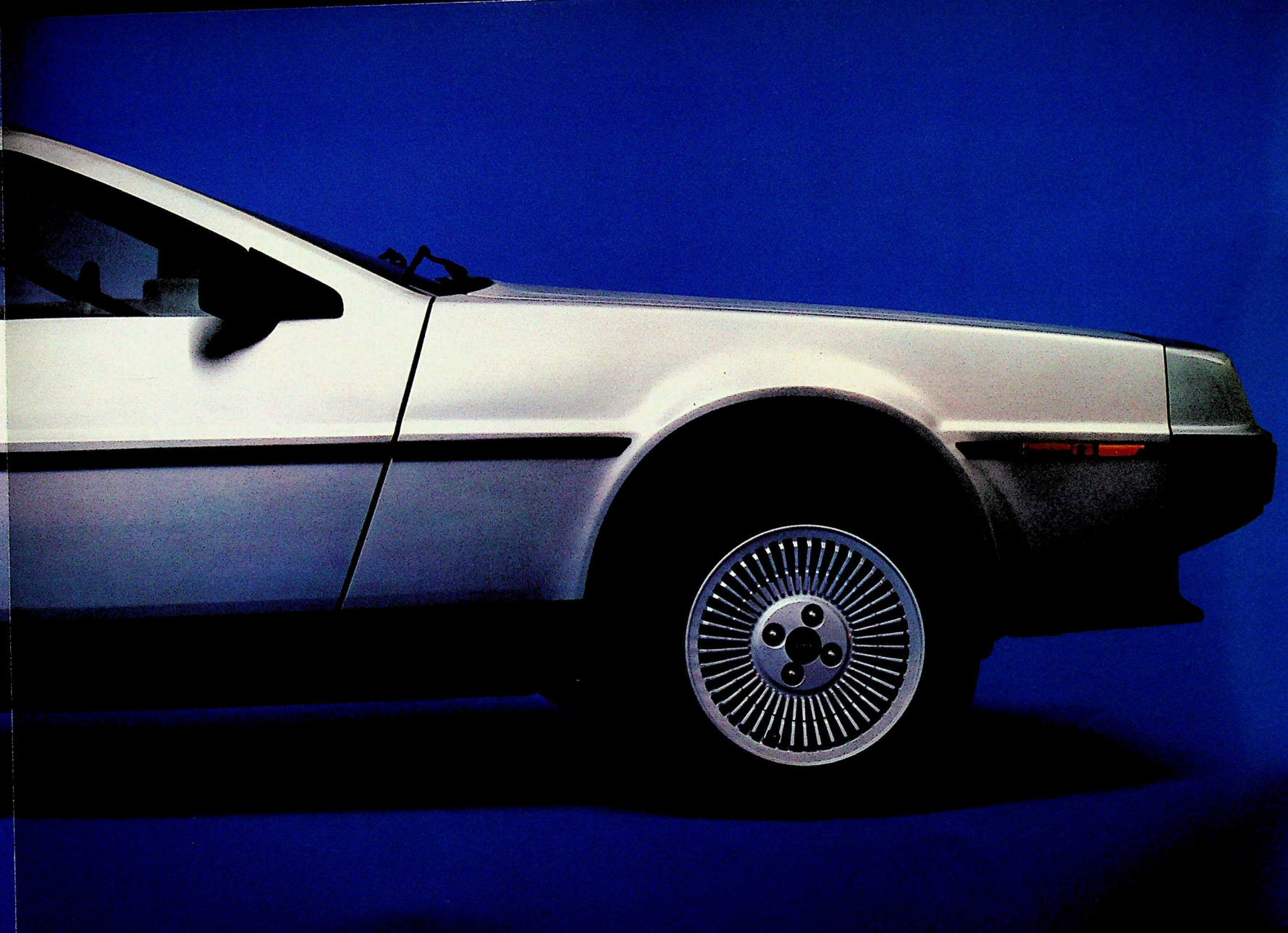
There is a new car on the road today. A car built with great care and commitment; a car that defies convention and challenges the future. The long-awaited transportation revolution has now begun, and a leader has emerged to show us the way . . . the 1981 DeLorean.





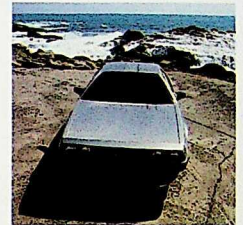
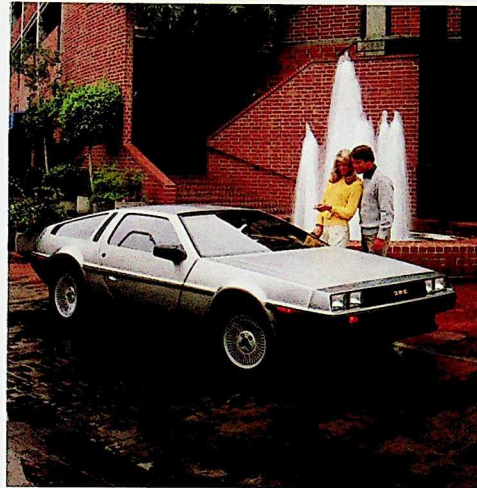






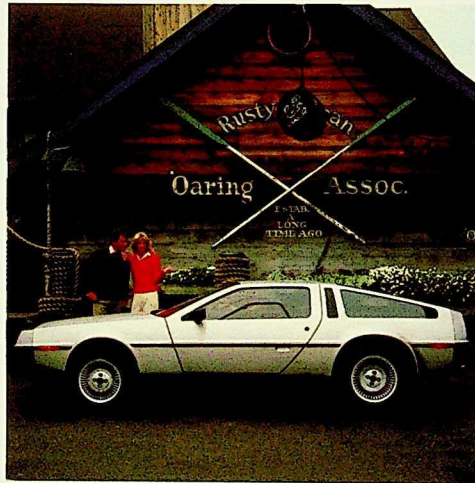
# DE LOREAN—the next generation

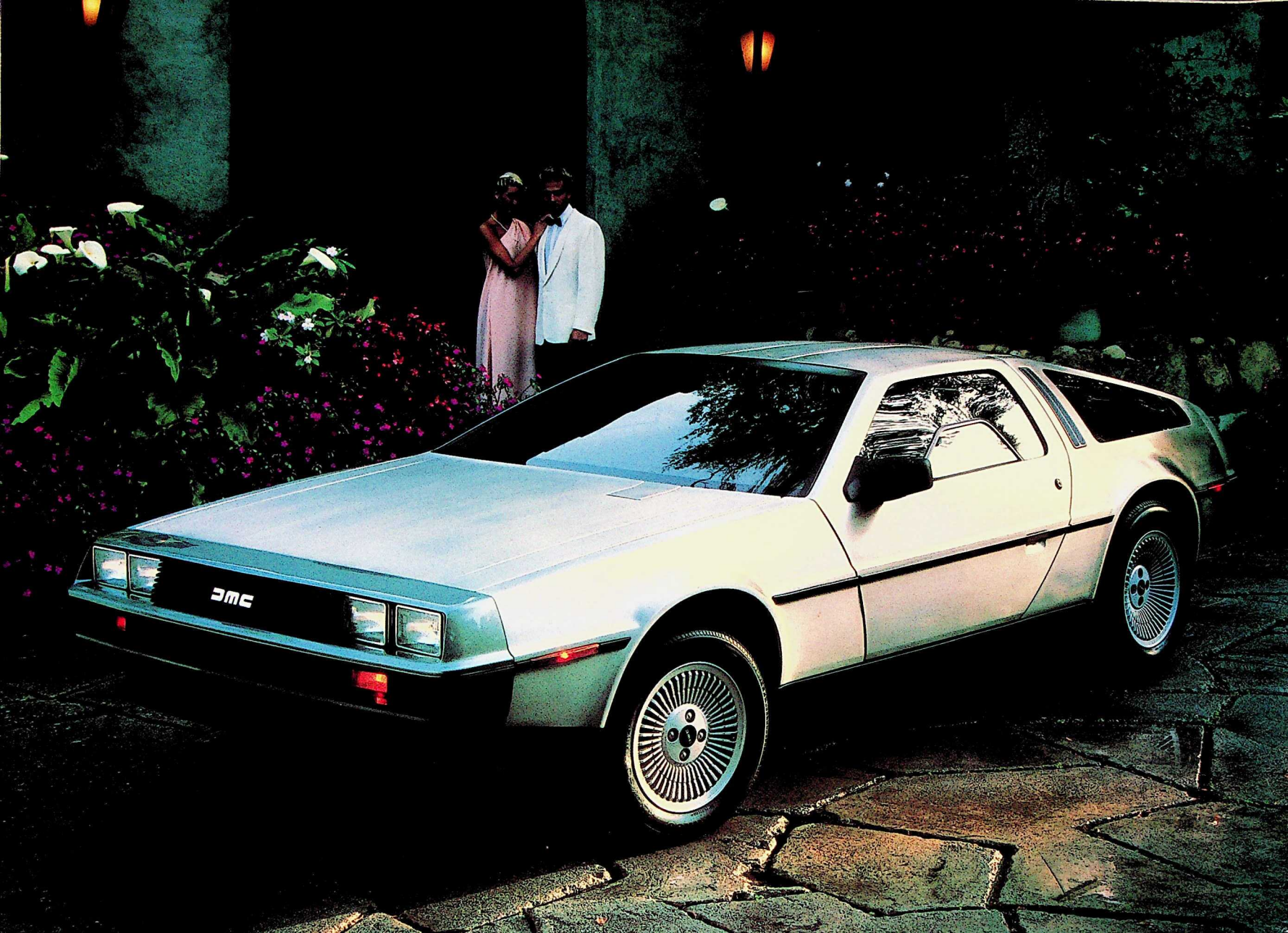
**T**he DeLorean sparks the imagination like a classic vision of things to come. New materials, new technology and traditional values masterfully joined in a showcase of contemporary engineering. Its precisely counterbalanced gull-wing doors rise on cryogenically preset torsion bars and need only 14 inches of side clearance. The softly brushed stainless steel exterior cannot fade or chip. Even the sporty rear louvers have been carefully designed to minimize aerodynamic drag, while they reduce window glare. Because you simply cannot create a masterpiece with arbitrary lines . . .



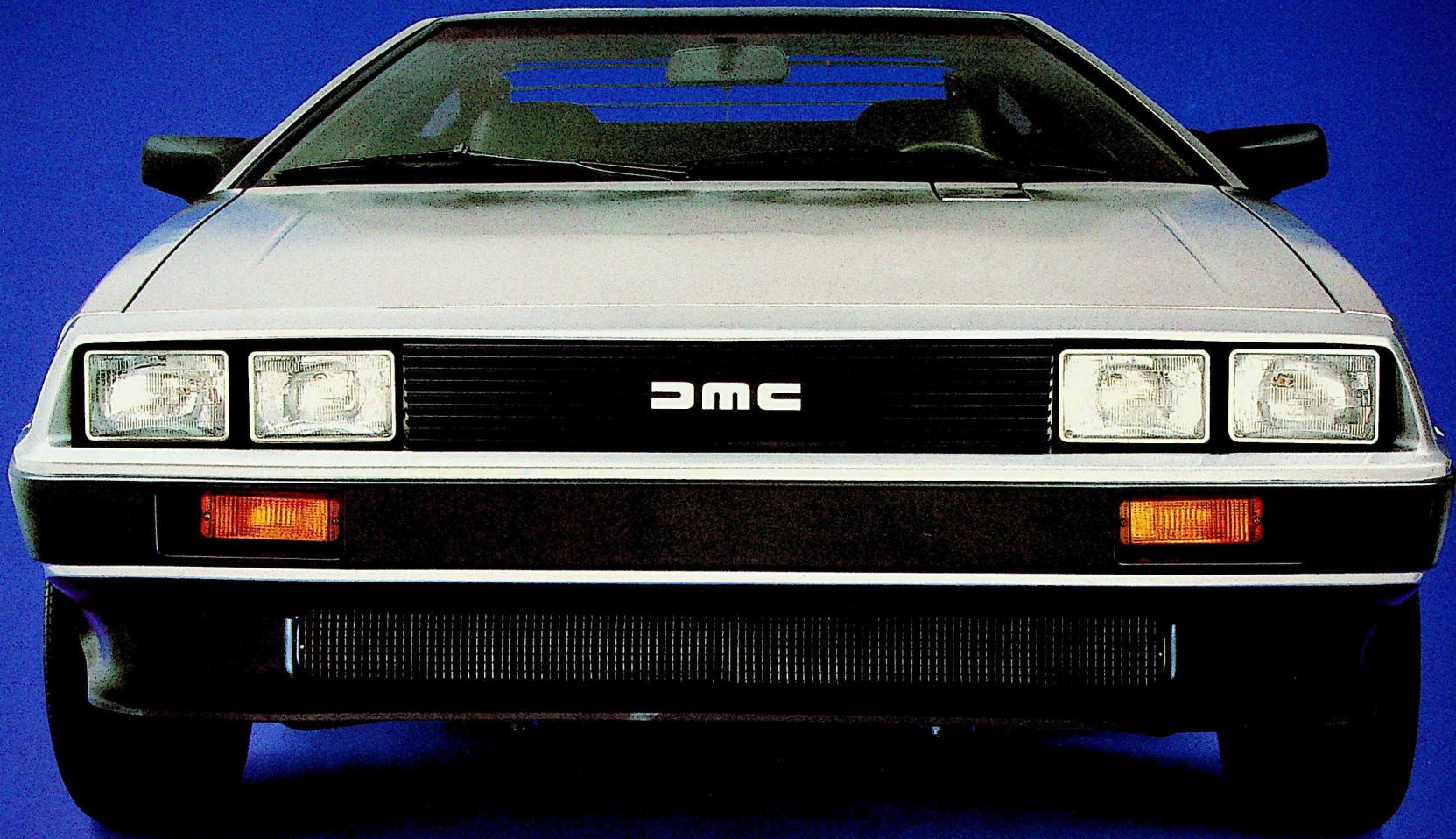
# DE LOREAN—distinctive looks from any direction

The clean, uncluttered lines of the DeLorean's elegant low profile bear the unmistakable touch of true classic styling. Complimentary protective side trim runs the full length of the automobile; halogen headlights, side markers and high intensity backup lights provide maximum visibility and safety while driving after dark. Even the semi-rigid bumpers have been endowed with a "memory" which helps them return to their proper shape after a minor mishap. All of these, and more, are only part of DeLorean Motor Company's serious commitment to total driver satisfaction.











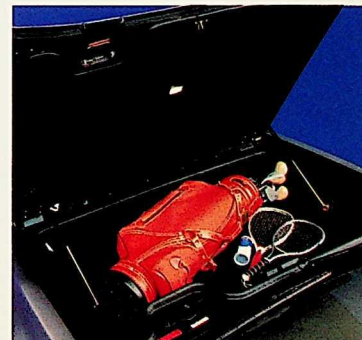
**DMC**

DE LOREAN MOTOR COMPANY

DE LOREAN

# DE LOREAN—matchless detail for comfort and convenience

**I**t's called a cockpit, and for a very good reason. Every inch of the DeLorean's interior space has been carefully planned to provide optimum comfort and convenience; fully adjustable seats and power windows; a tilting, telescoping steering column; double weather seals, air conditioning and a seven position dual system of total climate control; full instrumentation and dual electric remote side view mirrors; variable speed windshield wiper/washer; extra storage space right behind the seats; centralized door locking and an AM/FM stereo cassette radio with a Dolby noise reduction system, electronic channel selection memory and digital frequency display. Truly an impressive array of standard features and equipment.

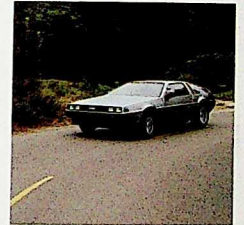
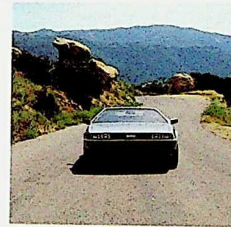


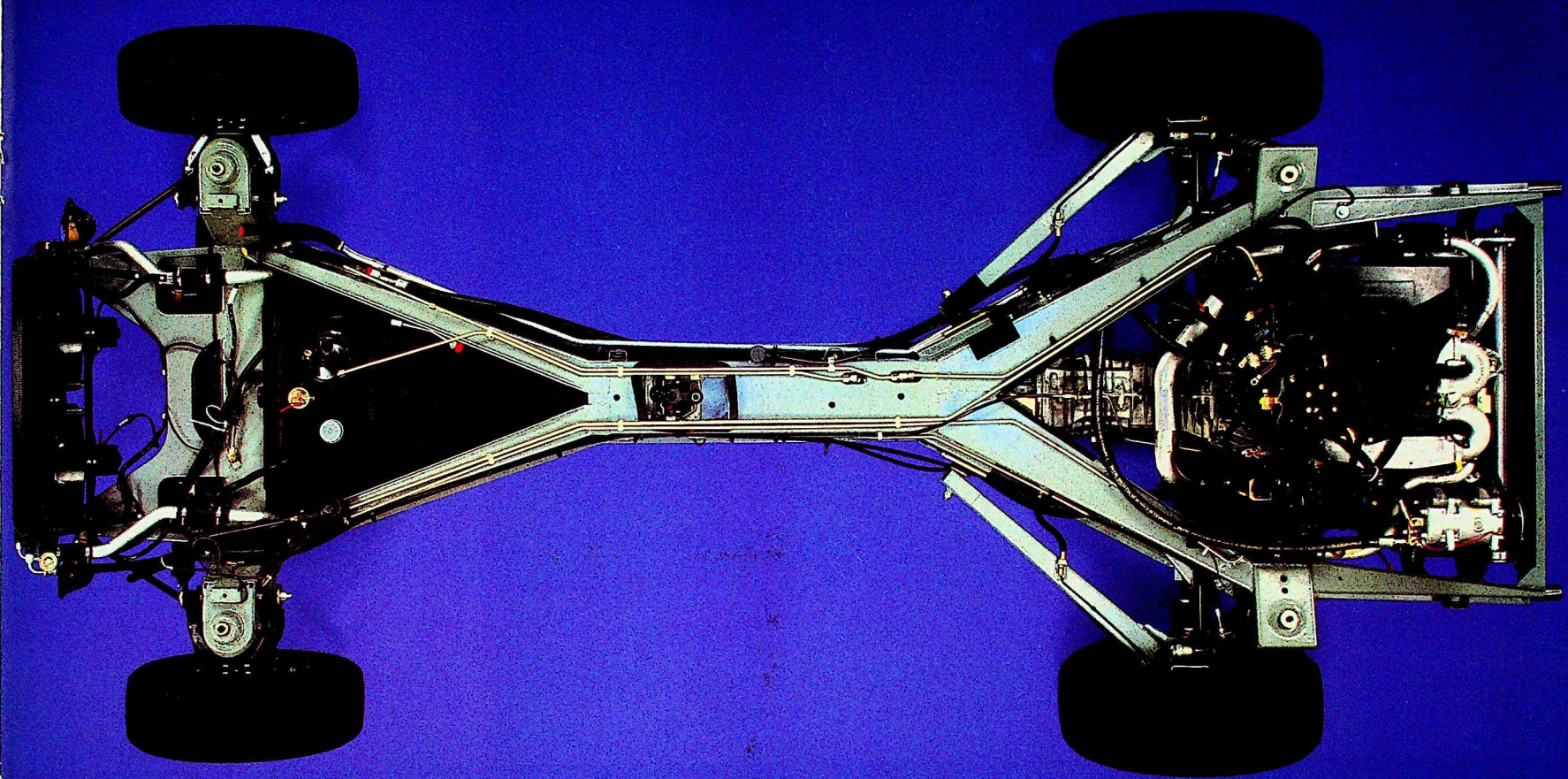
# DE LOREAN—engineered for total performance

**I**t's more than just the end result of clever engineering and good workmanship—total performance is the absolute standard against which each individual DeLorean component must be judged. A good example of this is the special treatment of the all-steel backbone chassis. It is actually sealed in fusion-bonded epoxy to protect it from corrosion. Or the way the 35/65 rear weight bias enables fully independent suspension to combine with rack and pinion steering for fast, sensitive handling response that needs no power assistance. To really let you feel the road—not just follow it!

Nestled within the rear arms of the rugged backbone chassis, there's a healthy and fuel-efficient 2.85 liter V6 power plant that employs Bosch K-Jetronic mechanical fuel injection and develops 130 SAE net horsepower at 5500 rpm. So whether you've selected the standard full synchro 5 speed transmission or the optional 3 speed automatic, you're in for a thoroughly rewarding experience when you drive a DeLorean.

Performance also means a 4-wheel disc braking system for progressive, fade-free stopping power. NCT steel belted radials for sure traction when it counts. Both of which become an integral part of the DeLorean driving experience.





# DE LOREAN—anatomy of excellence

1981 DeLorean vehicle specifications

## ENGINE

Type: light-alloy 90° V6 with overhead camshafts  
Displacement: 2.85 liters (174 cu. in.)  
Bore and stroke: 91 x 73mm  
Compression ratio: 8.8:1  
Block: light-alloy with cast iron cylinder liners  
Heads: light-alloy, cross-flow hemi-chambers  
Cooling system: water/ethylene glycol, forward radiator with twin thermostatically controlled electric cooling fans  
Fuel System: C.I.S. Bosch K-Jetronic mechanical fuel injection  
Ignition system: breakerless, electronic Bosch  
Emission control: Lambda Sond/catalytic, unleaded fuel

## DRIVE TRAIN

Engine location: rear mounted  
Transmission: 5-speed fully synchronized or 3-speed automatic  
Final drive: transaxle/double universal half-shafts, ratio 3.44:1

## BODY AND CHASSIS

Underbody: composite structure  
Outer panels: brushed stainless steel, grade 304  
Construction: corrosion protected steel backbone frame supporting cross members and 4-wheel independent suspension

## SUSPENSION

Front: unequal length upper and lower control arms, coil springs, telescopic shocks and stabilizer bar  
Rear: diagonal trailing radius arms with upper and lower links, coil springs with telescopic shocks

## STEERING

Type: rack and pinion  
Minimum turning radius: 5.334 meters (17.5')  
Turning circle: 10.67M, curb to curb (35').  
Wheel turns, lock to lock: 2.65

## BRAKES

Type: power assisted discs, front and rear  
Disc diameter: 254mm (10") front, 267mm (10.5") rear

Parking brake: mechanical, self adjusting, acting on rear discs

## WHEELS/TIRES

Wheels: cast light-alloy, 357mm x 152mm (14"x 6") front; 381mm x 203mm (15"x 8") rear;  
Tires: steel belted radial, Goodyear NCT

## DIMENSIONS AND CAPACITIES

Wheelbase: 2408mm (94.8")  
Track: 1590mm (62.6") front; 1588mm (62.5") rear  
Length overall: 4267mm (168.0")  
Width overall: 1988mm (78.3")  
Height: 1140mm (44.88")  
Weight, with full tank: 1233kg (2712 lbs.)  
Fuel capacity: 51.6 liters (13.2 gal.)  
Luggage capacity: 396 liters (14 cu. ft.)

## ADDITIONAL STANDARD FEATURES

Stainless steel body panels  
Counterbalanced gull-wing doors  
Body side moldings  
Tinted windows

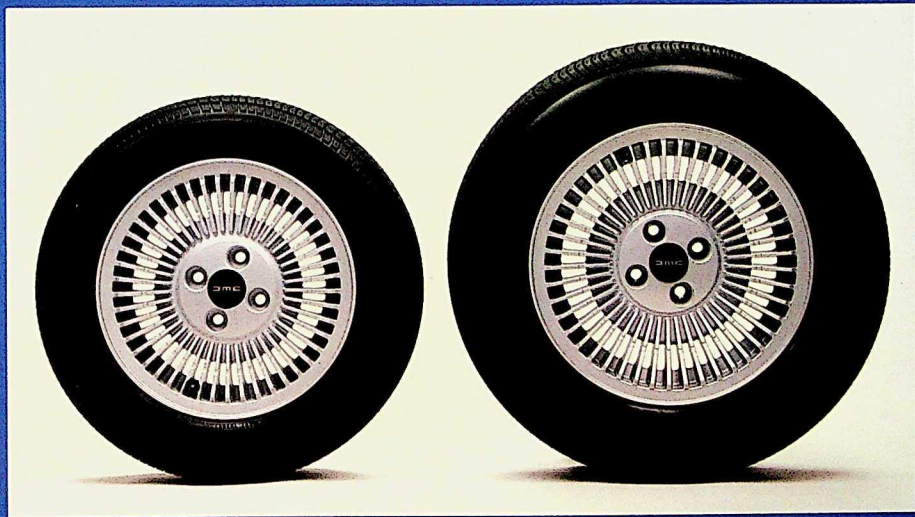
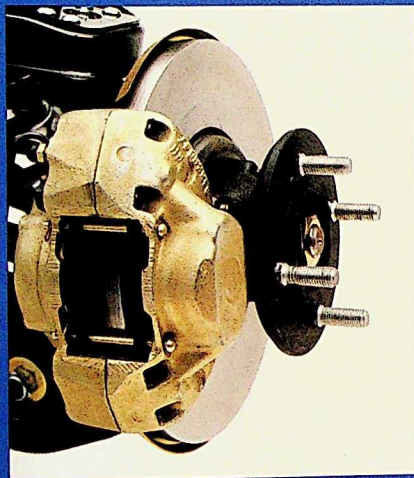
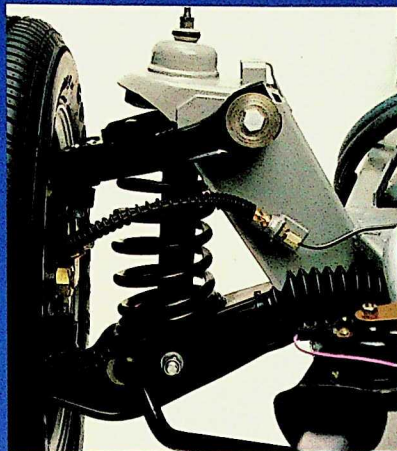
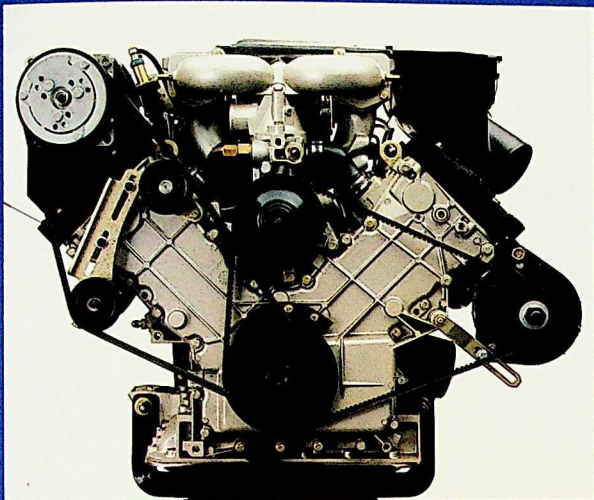
Intermittent windshield wipers  
Halogen headlamps  
Engine/luggage compartment lights  
Interior hood and engine compartment release

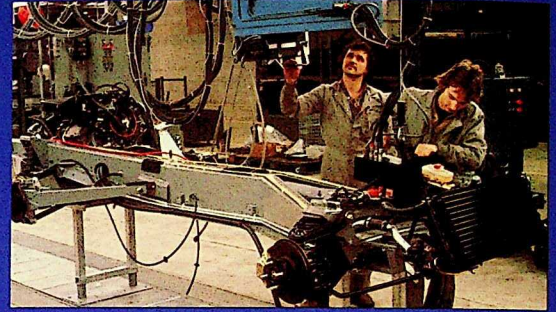
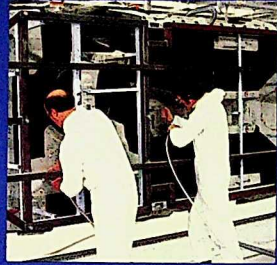
## ADDITIONAL STANDARD EQUIPMENT

Air conditioning  
AM/FM stereo radio w/cassette  
Power windows  
Central door locking system  
Tilt and telescopic steering column  
Dual electric remote side view mirrors  
Cast light-alloy wheels  
Electric rear window defogger  
Electric tachometer  
Locking gas cap

Specifications & equipment based on the available information at time of printing are subject to change without notice.

*DeLorean Motor Company  
2055 Southeast Main St.  
Irvine, California 92714*





# DE LOREAN—where it all comes together

The DeLorean Motor Company's assembly subsidiary is situated on a carefully planned 72 acre site in Dunmurry, Northern Ireland. Five major structures comprising more than 650,000 square feet have been designed and equipped exclusively for the assembly and testing of the DeLorean. But extensive use of advanced production technology is not the plant's only distinction.

Worker environment has been a special consideration at the DeLorean plant, from initial design through to production today. Unlike

the traditional assembly method in which each worker repeats a single, monotonous task again and again, DeLorean employees perform several different jobs as members of a team. The absence of congestion and assembly-line pits add to pleasant working atmosphere. This extra attention to the personal satisfaction and pride of accomplishment of the DeLorean labor force is clearly reflected in a most tangible way: the consistently superior quality of workmanship you can expect to find in every DeLorean.

*Total comfort, total performance, total commitment  
... totally DeLorean.*





DE LOREAN

