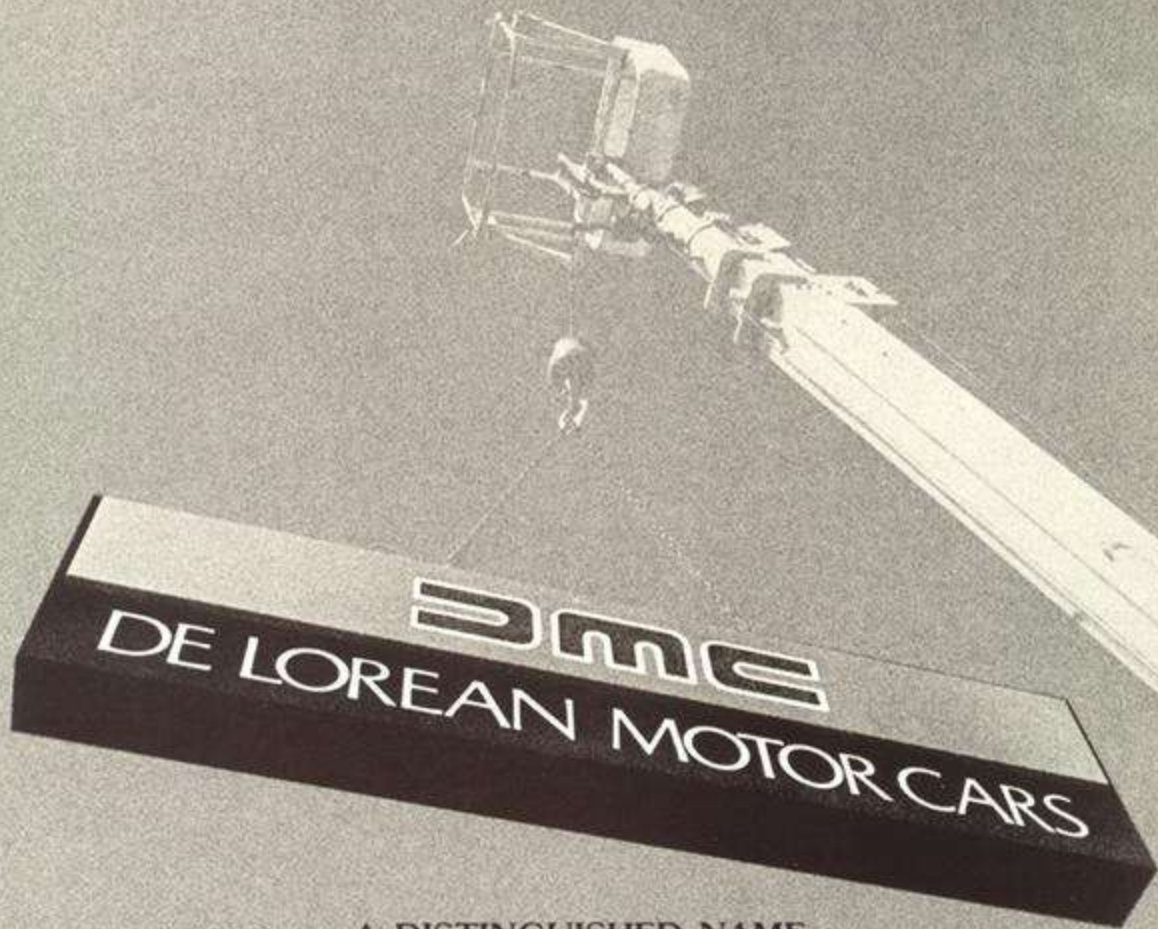


DME

DEALER BRAND
SIGN PROGRAM

DE LOREAN MOTOR COMPANY



A DISTINGUISHED NAME

DeLorean is a new name to the motoring public ...and to the people in your area. The DeLorean Sports Car is off to a fresh and exciting start. The image you and your people are conveying to the public has come largely through your past services to them and has established the reputation you now enjoy. The image you present for the DeLorean will be visibly enhanced by the DeLorean Dealer Brand Sign you display.

DeLorean Motor Company

DMC



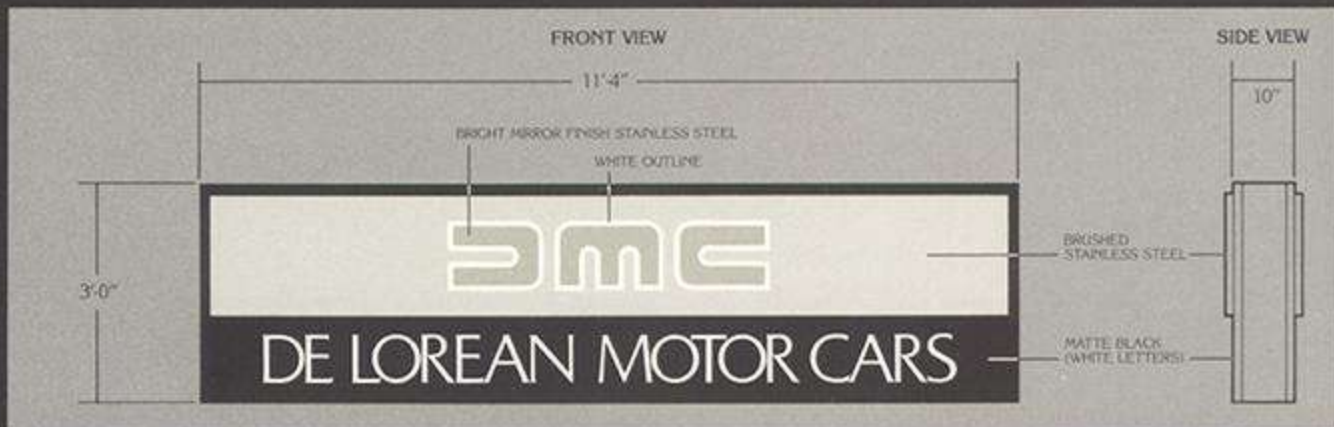
The DeLorean Brand Sign Program is the culmination of careful planning and consideration. The Dealer Brand Sign Program was developed to be contemporary, yet reflect the true elegance and flare of the DeLorean Sports Car. The effort is clearly evidenced where the distinctive, polished DeLorean trademark has been complemented by black, brushed stainless steel and white. Each program element expresses quality, down to the smallest detail.

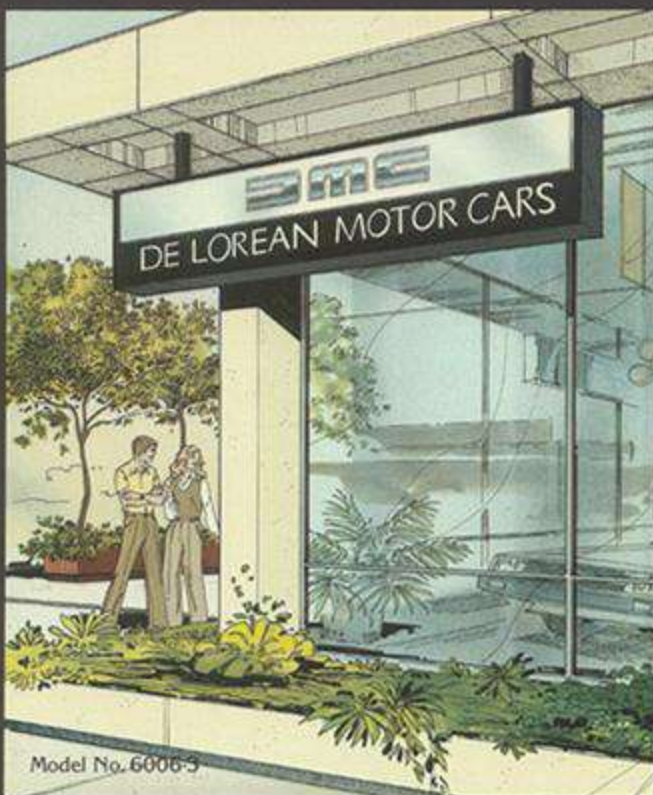
We are equally pleased to advise you that Heath and Company, a national sign manufacturer, has been selected to fabricate and distribute the DMC Dealer Brand Sign.



For over 30 years Heath and Company has been developing, installing and maintaining multiple signage locations for some of America's most prestigious firms. The experience and reputation they have built forms the basis for our confidence in them.

Now, Heath is ready to help you implement your plans for your DeLorean Brand Sign. Their goal is to be certain that the pride you have taken in your Dealership will also be reflected in the product sign you display in your community.





The standard DeLorean Brand Sign can be ordered in a format to suit your requirements, with three types of mountings:

- Wall Mounting (Model No. 1)
- Under Canopy Mounting (Model Nos. 2 & 3)
- Free-standing Mounting (Model No. 5)

Both single and double-faced versions are available in the under canopy and in the free-standing format. We suggest you review the pictures above to aid you in selecting the DeLorean Sign configuration to meet your needs.

The diagram (left) details the standard DeLorean Dealership Brand Sign, 3' x 11'4" x 10". Your sign is an internally illuminated (fluorescent tubes) display with the following specifications:

- Upper logo (DMC) panel is constructed of .080 brushed stainless steel sheet that is routed for the DMC Logo.
- The DMC Logo is .20 gauge polished stainless steel and is applied over 1/8" white plexiglas to create the white outline highlight.
- The sign cabinet and the lower portions of the sign are constructed of .063 aluminum sheet, routed to reveal 8" letters backed with 1/8" white plexiglas.
- Both the cabinet and the lower portion of the sign are painted with matte black linear polyurethane.
- The DeLorean Sign has no exposed fasteners. End cover plates and top are removable for easy access.

Warranty

All mechanical and electrical portions of the sign are unconditionally guaranteed for a period of 90 days following installation. All parts, with the exception of the fluorescent tubes and incandescent lamps, carry a parts warranty of 12 months following installation. All plastic surfaces are guaranteed for three years against peeling and chipping.

The DeLorean Dealer Brand Sign Program has been developed with you in mind; and structured with the flexibility necessary to provide you with the options and adaptations to meet your specific requirements.

LEASING YOUR SIGN

A copy of a basic lease agreement with Heath and Company is enclosed for your consideration. By checking (✓) the appropriate box on your Order Form, you may exercise your option to lease your sign. If the lease plan suits your needs and you have checked the Order Form, a Heath Representative will contact you.

SHIPMENT AND DELIVERY OF YOUR SIGN

As has been noted on your Brand Sign Order Form, all sign prices are F.O.B. Azusa, California. Arrangements can be made independently or with Heath and Company for the delivery of your DeLorean Sign to your location. If you elect to make your own shipping arrangements, your sign will be crated and ready for shipment at no additional charge. If you again elect to utilize the Heath service, you will be assessed a delivery charge that will vary according to your distance from the Heath plant. A Heath Representative will contact you to provide you with specific shipping costs, if you have checked (✓) the appropriate box on your Order Form.

INSTALLING YOUR SIGN

Installation of your DeLorean Brand Sign may be handled by your own personnel or by a local sign company; or, if you prefer, by Heath and Company. If you elect to use the services of Heath, simply check (✓) the appropriate box on your Order Form. You will be contacted by an Heath Representative to make the necessary arrangements for this extra cost service. Heath is prepared to completely install your sign, ensure all applicable regulations for installation have been verified and complied with. Your only responsibility will be to make the necessary arrangements for the correct primary electrical wiring to be within 6 feet of the location you choose for your sign.

MAINTAINING YOUR SIGN

A clean, brightly illuminated brand sign is one of the hallmarks of a prestigious product. You will, no doubt, be considering plans to provide for the maintenance of your DeLorean Brand Sign. A sample copy of a typical maintenance program is enclosed. Should you wish to implement Heath and Company Sign Maintenance Program, simply check (✓) the appropriate box on your Order Form. Your Heath Maintenance Program has been designed to assure you of:

- High pressure chemical cleaning of both the interior and exterior of your sign at least once each year.
- Repainting of exposed metal as it may be required.
- Unlimited on-call service for an electrical failure within 48 hours of your request; and, a 24-hour Toll Free Telephone (800 421 9069 and in California 800 362 7007) is available for your convenience.
- The cost will remain the same for the period of the agreement — usually 36 months.

HEATH AND COMPANY
LEASE AGREEMENT

For Service On _____ Contract No. _____

Name _____ Address _____
City _____ State _____ Zip _____

HEATH AND COMPANY
SIGN MAINTENANCE AGREEMENT

Contract No. _____

Name _____

Name _____ Address _____
City _____ State _____ Zip _____