



THIS CHRISTMAS
AMERICAN EXPRESS®
BRINGS YOU
THE GOLD AT THE END
OF THE RAINBOW.



GIFTS THAT ARE EXPRESSLY YOURS.™

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THE GOLD AT THE END OF THE RAINBOW IS
THE MOST LUXURIOUS CAR IN THE WORLD.
THE EXCLUSIVE 24 KARAT GOLDPLATED
DE LOREAN.



The car of the future—a sportscar so spectacular that it surpasses the imagination. From its dramatic gull wing doors and outer surface of glittering 24 karat gold to its Colin Chapman world championship automotive engineering, the DeLorean glides into the future with a grace and authority that is seldom seen.

The luxury is unbelievable. Specially commissioned by you alone—as conceived by the great Giorgetto Giugiaro—the DeLorean is a masterpiece of engineering and design. And, as befits its extraordinary character, the entire corrosion-free stainless steel outer body panels of this limited edition DeLorean will be electroplated with pure 24 karat gold.

Imagine yourself behind the wheel of the most talked about sportscar of this century—a car that bespeaks luxury, performance and advanced engineering with a richly appointed Connolly English and Italian glove leather interior, multi-speaker high output stereo system, air conditioning, full instrumentation and electrical locking, a rear-mounted, light alloy overhead cam PRV V6 2.85 litre engine, Bosch K-Jetronic fuel injection, Lambda Sond/catalytic emission control, 5-speed manual or 3-speed

automatic transmission, counter-balanced gull wing doors with cryogenically pre-set stainless steel torsion bars—to name just a few of its features. Your 24 karat gold DeLorean will move you like you've never been moved before—0 to 60mph in under 8 seconds.

Furthermore, no more than 100 will ever be produced.

The first step toward becoming one of the 100 people in the world to acquire this limited edition car is to call one of our toll-free numbers for answers to all of your questions.

When production of your car begins in the United Kingdom for delivery to any of the more than 300 DeLorean dealerships in the United States in June of 1981, a deposit of \$10,000 will be required on this \$85,000 masterpiece. Chargeable, of course, on your American Express Card account.* Truly a golden opportunity!

179-838 XA 24K DeLorean \$85,000 (incl.) *There will be no refunds and no deferred payment privileges. All orders are subject to credit approval and each car will be made by special commission only.