

DeLorean Motor Company

John Z DeLorean, the renegade General Motors exec who left the corporate establishment to set off on his own, started his own brand and went to work with his vision – his own sports car that would set the standard for what style and function should be. It was called the DMC-12 and it first rolled off the production line on January 21, 1981 (42 years ago – TODAY!).

DeLorean, however, overestimated the demand for his new car and, despite modest sales, he spent big on his own lavish lifestyle. By all accounts, the car had multiple design flaws and mechanical issues that had to be fixed under warranty. The mix of DeLorean's lavish lifestyle and the demise of the company due to the huge costs of manufacturing, and then repair, were a toxic mix and by October of 1982, the company closed and John DeLorean was arrested and charged with selling cocaine in order to make ends meet. Though found not guilty (he proved entrapment in the case), by 1985 he was back in court on charges related to his handling of company funds. Though acquitted in 1986, it was too late for the car and the DeLorean Motor Company (DMC) was officially gone.

Only about 9,000 of the cars were ever produced, and many of those were scrapped once the company officially went under.

The DMC-12 had a 'rebirth' as an icon of cinematic fame as it was prominently one of the biggest 'characters' in the hit 80's movie series "Back to the Future" starring Michael J Fox and Christopher Lloyd.

THANK YOU to Matt Adell for sharing his DMC-12 with us tonight