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The Gold plated Deloreans..

For Christmas 1981, A DeLorean/American Express promotion planned to sell one hundred 24k-Karat Gold Plated DMC-12s for \$85,000 each to its gold card members, but only two were sold. One of these was purchased by Roger Mize, president of Snyder National Bank in Snyder, Texas. VIN #4301 sat in the bank lobby for over 20 years before being loaned to the Petersen Automotive Museum of Los Angeles. It has a black interior, and an automatic transmission.[41]

The second gold-plated American Express DMC-12 was purchased by Sherwood Marshall, an entrepreneur and former Royal Canadian Naval Officer. Mr. Marshall donated his DeLorean to the William F. Harrah Foundation/National Automobile Museum in Reno, Nevada. This car, VIN #4300, is the only one of the three existing gold-plated examples to be equipped with a manual transmission. This car has a tan interior. Like its golden siblings, it is a low-mileage vehicle with only 1,442 miles (2,307 km) on the odometer.[42]

A third gold-plated car exists with 636 miles (1,018 km) on the odometer; it carries the VIN plate for the last DeLorean, #20105, though final assembly was actually completed in Columbus, Ohio in 1983.[43] This car was assembled with spare parts that were required by American Express in case one of the other two that were built were damaged. All necessary gold-plated parts were on hand, with the exception of one door. The car was assembled after another door was gold-plated, though the added door does not precisely match the rest of the car in color and grain. The car was first acquired by the winner of a Big Lots store raffle. Consolidated International, which owned the department store, had purchased 1,374 DMC-12s during the DeLorean Company's financial troubles, acquiring the remaining stock after the company went into receivership. Now held by a private owner in La Vale, Maryland, the third and last gold-plated DeLorean is currently for sale at the price of \$250,000. This car and the example in Reno have saddle-brown leather interiors, a color scheme which was intended to become an option on later production cars. However, these two cars were the only DeLoreans to be thus equipped from factory parts.



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