

Governor
cc: EDD

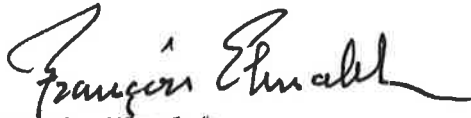
April 7, 1986

Lloyd Anderson

DAEWOO MOTORS - SEOUL, KOREA

APR 18 1986
Governor Arizoh

1. Daewoo will supply General Motors (GM) for the 1988 model year between 70,000 and 100,000 units of a small sporty, subcompact which will be known as the "Le Mans" and marketed through Pontiac. The car is currently being designed and engineered in West Germany by GM's Adam Opel as a derivative of the Opel Kadett.
2. The logistical control, from Korean port of embarkation to dealerships, will be controlled by General Motors, which currently utilizes Tacoma as their Pacific Northwest port of entry. Targeted volume for the Pacific Northwest of the "Le Mans" will be 20,000 to 25,000 units annually.
3. We have been in contact with General Motors and will continue to do so in order to solicit their business, however, I would not place our chances of success at a high level.
4. Our best possibility of Daewoo penetration will be in the 1990 to 1991 time frame when Daewoo expects to enter the U.S. market under their own auspices and, to this end, we will maintain an adequate marketing program geared to Daewoo directly.



François Elmaleh

cc: Peter Norwood
Del Pearson

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