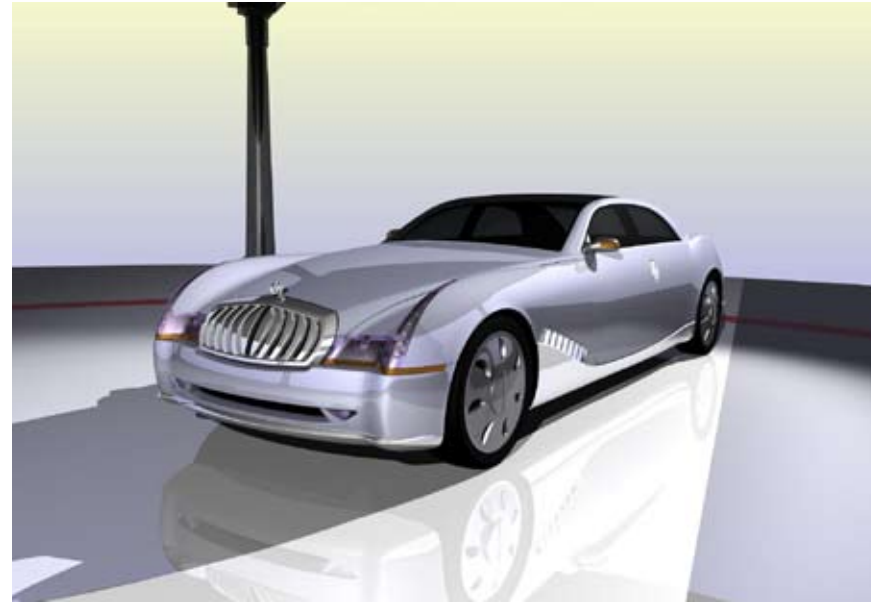


DRIVING FORCE

In 2010, the first DiMora Natalia will roll off the assembly line. **Heather Downie** looks at the vehicle that automotive connoisseur and brother of the president of the United Arab Emirates, HH Sheikh Nasser Bin Zayed Alnahayan refers to as “a very unique car that has it all” ➤





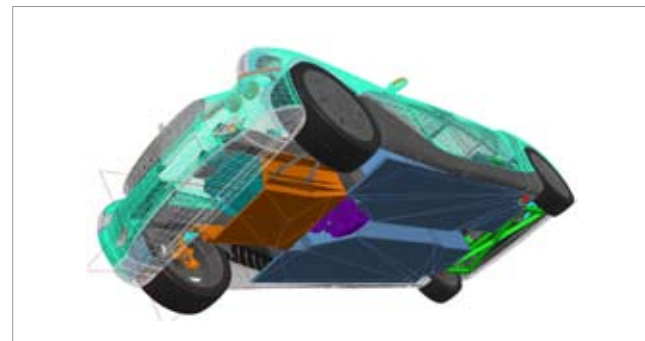
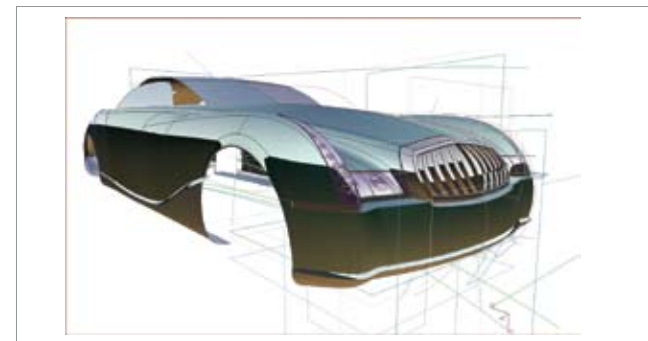
Its temperature-sensitive paint will change color. Its headlights will double as video projectors. Its windshield wipers will melt ice and snow. Its 1200 horsepower, DiMora Volcano V16 engine will propel four people at over 400km per hour... and that's just the beginning. According to Alfred DiMora, CEO and founder of DiMora Motorcar, the \$2 million Natalia SLS 2 sport luxury sedan will be: "the most powerful, luxurious and technologically advanced production car ever built." And while a prototype won't be available until the end of 2009, celebrities and high rollers are already racing to buy one, or two, or ten.

The Natalia's story begins in the desert resort city of Palm Springs, California – a town filled with luxury hotels, golf courses and exclusive boutiques. That's where DiMora Motorcar, a small, but growing company was founded in early 2005. About 50 people scattered throughout the US are working on the Natalia today, but by the end of 2009, DiMora will employ around 400. Most will work at the Palm Springs research, development, and manufacturing facility, which is currently in its design phase.

The man behind this company is the confident, charming Alfred DiMora – the rock star of the operation. He owns 100 per cent of DiMora Motorcar and is full of big ideas. A decade ago he had one of his biggest – the Natalia. DiMora was convinced that automobiles could benefit from a massive infusion of computer technology and the Natalia was born. Named after Mary Natalia, the stepmother

who raised him after his birth mother passed away when he was two years old, it promises to be one of the most advanced cars of the 21st century. Fittingly, Natalia means "originality, creativity," and the "potential to achieve enormous success."

DiMora handpicked the companies that will build components for the Natalia. From NVIDIA, a world leader in graphic technology, to Brembo, the world leader in high-performance brake systems, these companies will help DiMora Motorcar push the limits of automotive excellence. While the Natalia is the first major production automobile from DiMora Motorcar, Alfred DiMora has a wealth of manufacturing experience, highlighted by two award-winning cars and a supercomputer called HAL. He rose from a production crew chief to become chief automotive designer, CEO, and owner of Clenet Coachworks in the 1970s and 1980s. Along the way, he also co-founded Sceptre Motorcar Company, whose Sceptre 6.6 won best-of-show at the Los Angeles Auto Show in 1978. Fortune magazine deemed his 1930s style Clenet 'America's Rolls-Royce'. Celebrities like Farrah Fawcett, Rod Stewart, Sylvester Stallone and King Hussein of Jordan lined up to own one of about 600 Clenets produced. It was selected as the United States' Official Centennial Car in 1986 and both DiMora and the Clenet were honored at the US Automotive Hall of Fame.

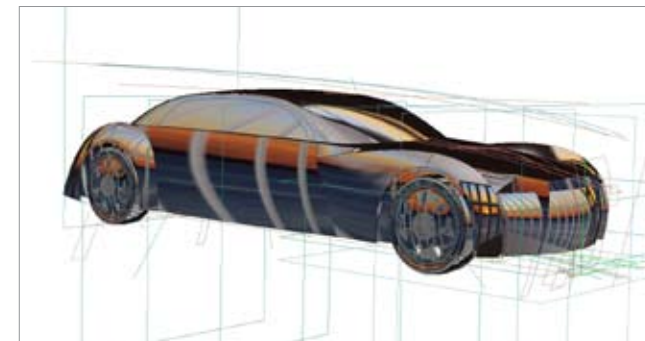


In the 1990s, as co-founder and CEO of Star Bridge Systems, DiMora launched HAL (hyper algorithmic logic), the fastest desktop supercomputer in its time. HALs were soon used by NASA, the US Air Force, and the National Cancer Institute. But all that doesn't explain what motivates a man and his company to produce a car like the Natalia. He seeks to meet three challenges. The first, like President Kennedy's mission to land on the moon, is to push the limits of what is possible. "We envision the Natalia as a time machine, giving us a preview of what we may be expecting in more affordable cars in the future," says DiMora. The second is to reclaim America's automotive design and engineering leadership. Lastly, DiMora wants to share his passion for automobiles and cutting-edge technology with people throughout the world.

And DiMora promises that the vessel of technology and innovation that is the Natalia will be spectacular, fully justifying its \$2 million price tag. For starters, the Natalia headlight clusters will include both a small video screen and a projector to throw DVD, satellite TV or live video images onto flat surfaces. An onboard biofeedback system will monitor a driver's stress, heart and temperature levels and adjust lighting, music and temperature to suit the driver's mood. The car will even remain cool or warm for hours without the engine running.

The Natalia will also house the latest advancements in alternative fuels engine technology. DiMora claims the Natalia's 'ethanol reformer' will enable the car to run on ethanol, E-85, or gasoline while reducing pollution and increasing fuel mileage. Its lightweight aluminum engine and D-Tek™ carbon fiber chassis – weighing just 457 pounds – will make the Natalia roughly a ton lighter than luxury vehicles its same size. It will be equipped with a comprehensive array of safety, performance and comfort features: four wheel steering, four wheel drive, night vision, fiber-optic lighting, heating/cooling cup holders, rear spa massage seats, heated windshield wipers and washer fluid, and leather with a new cooling technology. There will be retractable TV screens and the front seat will glide forward, rotate 90 degrees, and transport disabled passengers to the sidewalk or a wheelchair. Don't forget the Waterford crystal ashtrays, self-corking wine bottle and \$12,000 purse. It's all standard. "When the Natalia is finished, it will be the ultimate toy," says Earl Jacobs, president of DealerTrack Holdings, the largest car leasing company in California.

While some have called the Natalia 'a dream, not a car', DiMora just laughs. He is no stranger to skepticism. While his Star Bridge Systems team was working on building the world's fastest desktop supercomputer, a Forbes article claimed: "plenty of critics in the ➤





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industry think they're crazy." That was before NASA decided to use the system. DiMora understands that like building a super computer, building a super car will take time. After founding DiMora Motorcar three years ago, the company has gone through hundreds of designs for the automobile and its subsystems. After the final designs are selected, six months of building components and hand assembly are required before each Natalia hits the road. Prototype Natalia testing in late 2009 will precede full production in 2010. The Natalia will be a roughly five-year process – under 15 if you include DiMora's initial inspiration to build it a decade ago.



While not everyone will be able to afford the Natalia's \$2 million price tag, initial interest may motivate a waiting list. Only 75 a year will roll off the production line. LV Resort Villas, a luxury resort home ownership company, has already ordered 10. They say they're giving their clients "the absolute finest automobile in the world". HH Sheikh Nasser Bin Zayed Alnahayan has ordered one as well. Why? "I wanted to own a Natalia, due to its extreme value and rarity. I was very impressed with its incredible state-of-the-art technology and the V16, 1200 horsepower engine." He says it's a blend of beauty, power and quality. Celebrities like Adrien Brody, Kathy Ireland, Larry Hagman and Jay Leno have also expressed interest.

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The DiMora Motorcar website will enable the public to see the Natalia being tested and manufactured. DiMora Motorcar is employing a first-time ever approach for the auto industry, allowing the world to watch. Videos of the Natalia transforming from a rendering into something we can drive will be available at www.dimoramotorcar.com. If you have been waiting for the ultimate luxury driving experience, your wait is almost over. You will have to consider the Natalia SLS 2. ■