



Alfred J DiMora and right his Clenet Series 1



By [e.h.reliance](#)

M What is it with entrepreneurs? The best of them seem to rise above the slings and arrows of everyday existence and simple 'get on with it'. Strong self belief, some talent and a dash of luck and timing seems to be all they need to change their lives. And the really good ones, men and women alike, change our lives along the way.

Alfred Dimora is the perfect example... At the young age of 34 his mother, Phillis, died of cancer, leaving his father to look after 3 young boys. Things became desperate and just when it looked like the children may have to go into an orphanage, fate stepped in. Enter Mary, who Alfred now believes was sent by providence. She immediately took to the boys and Alfred in particular. Not only did Mary bear a striking resemblance to Phillis, but was born in the same year and the same month. Alfred DiMora's life would begin a journey, few would have predicted.

But life wasn't suddenly a bed of roses, determination...

and hard work still had a role to play.

In his early teens he worked in gas stations and fell in love with cars...rebuilding a burnt out 1939 Buick, before he was old enough to drive. He earned his machinist degree and became a certified welder.

Then fate stepped in again, when in 1976 he decided to move from Rochester, New York to Santa Barbara California where he built limited production luxury cars at the recently formed Clenet Coachworks Inc. He co-founded Sceptre Motorcar Company and their Sceptre 6.6S won Best of Show at the Los Angeles Auto Show, 1978. Then Clenet Coachworks halted production and DiMora bought the assets and revived production at a new factory in Carpinteria California. As owner, CEO, and Chief Automotive Designer at Clenet, he created and manufactured the Series IV Sportster and designed the prototype Series V Clenet. Altogether, over 580 Clenets were produced and sold to celebrities, royalty, and other motor enthusiasts around the world.

President Reagan declared 1986 the Centennial Year of the Gasoline-Powered Automobile. Mr. DiMora's Clenet was selected as the Official Centennial Car. As a result, he and the automobile were honored at the Automotive Hall of Fame in Michigan. Clenets were called "Drive Art" by Automotive Age and the "American Rolls-Royce" by Fortune.

But back to this magnificent car: The Natalia SLS 2. **The world's first \$2 million V16 1200 horsepower production automobile.**

At the heart of every great motorcar is a great engine. The DiMora Volcano V16 engine will produce 1200 horsepower, yet will offer excellent gas mileage by using variable-cylinder technology and an unusually lightweight engine block. The design, casting, and materials will set it apart from all prior engine technology...Let's look at some of the stats released by the DiMora Factory...

The chassis and body will use advanced aerospace materials and construction techniques to give superior strength at a weight easily 1,500 pounds less than luxury vehicles its same size.

More than 60 onboard computers will be tightly integrated to control the vehicle's performance, safety, comfort, communications, and entertainment.

The Natalia will use revolutionary paint technology. One optional feature of the paint will be to allow the automobile to change from black or blue when it's cool outside to white when it's hot. Night vision will be incorporated into the head-up windshield display. Additionally, external cameras throughout the automobile will feed the head-up display to eliminate all blind spots. Sophisticated LED and fiber-optic lighting inside and out will be adjusted through a biofeedback system to help keep the driver alert.

The front passenger seat will glide forward, rotate 90 degrees, and transport the passenger to the sidewalk or a wheelchair. The interior will feature NASA foam technology combined with a newly-created gel lining and newly-created leather. This will provide unparalleled interior comfort.

The back-seat passengers will enjoy remote-controlled, retractable TV screens and bar. The large-screen TVs will use directed-sound technology so each person can watch different programming without the sound disturbing others (without the use of headphones).

Enhanced design blends the cup holders with the luxurious interior while keeping drinks hot or cold at the touch of a switch. A fiber-optic ring will glow dimly, either red or blue, as it heats or cools the drink.

Additional Luxury Items include a state-of-the-art computerized rear seat massage, Italian walnut, hand-inlaid burlwood, English wool carpeting and lamb's wool mats and lighted Waterford crystal ashtrays.

The first prototype Natalia SLS 2 is now under construction. It is scheduled for completion in 2011, with full-scale production to follow. The worldwide debut will be held in Beverly Hills, California. The automobile will then be exhibited in Palm Springs for the public to view with a celebration at the factory. This will be followed by appearances at auto shows in New York, Florida, Geneva, Dubai, and other cities around the world. And the name? The Natalia? That's another story for another time.