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."
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 1990s 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 ‘America’s Rolls-Royal’ and DiMora’s commitment to owning one of the most advanced cars of the 21st Century. Fittingly, Natalia means “originality, creativity” and the “potential to achieve enormous success.”

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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 Al Nahayan 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.

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.