

Lead Industries Association, Inc.

292 Madison Avenue • New York, N. Y. 10017 • Telephone: (212) 679-6020

July 7, 1969

SUBJECT: STATUS OF ZN 75
SPORTS CAR PROMOTION

To Members of the Board of Directors and
Industry Development Committee of
Lead Industries Association, Inc.

The ZN 75 sports car, built by Lamborghini & Bertone for ILZRO, was delivered on June 26, to the display builder in Cincinnati, Ohio.

The use of zinc is quite extensive on the vehicle. Lead applications include two conventional uses, a lead acid storage battery andterne-coated tubing for the brake lines. Novel uses include: 1-lb. sheet lead sandwiched between two layers of polyurethane foam as a floor underlay and leaded vinyl in the door panels, both for sound insulation; also, DS lead tubing for the fuel lines and lead impregnated iron connecting rod bearings.

As you know, LIA's financial participation is limited to a maximum of \$4,000.00. You may also recall that the Zinc Institute has budgeted \$80,000 for these display purposes. The lead uses will of course be a part of the overall display and references to the specific and other potential applications will be made in the promotional booklet being prepared by the Zinc Institute and in the engineering booklet being prepared by ILZRO.

The following is a list of the locations and dates at which the ZN 75 exhibit will be displayed:

<u>Date</u>	<u>Location</u>	<u>Function or Activity</u>
Aug. 5, 1969	Detroit, Mich.	Kick-off press reception. (by invitation only)
Next 20-40 days	Engineering Center Lobby Detroit, Mich. also Flint and Lansing, Mich.	By invitation only to designers and engineers of the four leading automobile manufacturers.
Oct. 1-3, 1969	Cobo Hall Detroit, Mich.	American Society of Body Engineers Show.

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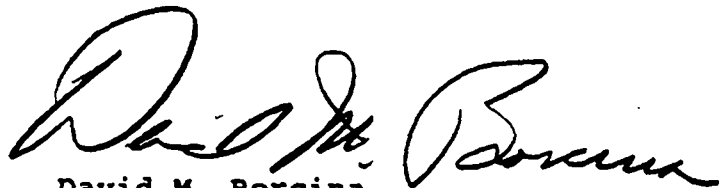
<u>Date</u>	<u>Location</u>	<u>Function or Activity</u>
Nov. 18-20, 1969	Convention Center Anaheim, Cal.	Western Design Show
Jan. 12-16, 1970	Cobo Hall Detroit, Mich.	Society of Automotive Engineers
May 11-14, 1970	Chicago, Ill.	Design Engineers Conference & Exhibit

Publicity activities, including syndicated features and a one-minute television news release, will supplement the various displays.

After completion of the United States showings, ILZRO is making the car available to Canada and all of the foreign market development associations.

LIA sincerely hopes that you will avail yourself of the opportunity of seeing the exhibit and ZN 75 at one or more of the last four functions as listed.

Sincerely yours,



David M. Borcina
Secretary, Treasurer

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