


2000

Leganza

Nubira

Lanos



 DAEWOO



DAE-WHO?

While Daewoo may not yet be a household name over here, it certainly is everywhere else. Our vehicles are sold in 180 countries. And in several, we're the best sellers. As Korea's number one automaker, based on the 1999 *Automotive News* Databook, our annual production capacity will grow to 2.5 million units in the year 2000. All of our vehicles have been carefully developed with the help of the best automotive minds at our technical centers in the United Kingdom and Germany, and in cooperation with other automotive experts around the world.

If there's an uncanny similarity between the cars on the road, it shouldn't be that surprising. After all, how different are the companies building them?

In the case of Daewoo, the answer is "very different." Not only do our Lanos, Nubla and Leganza set new standards for quality and value, but we, as a company, have set new standards for the support you'll receive *after* you've bought one.

3 **3 Year, Scheduled Maintenance Program At No Extra Charge**

In order to ensure that owning a Daewoo is as worry-free and inexpensive as possible, we provide replacement coverage on many key preventive maintenance items for a full 3 years or 36,000 miles. This is in addition to our 3-year/36,000-mile limited factory warranty. As a result, you can spend your time enjoying your car instead of worrying about it.*

3 **3 Year, 24-Hour Priority Assistance Program At No Extra Charge**

Emergencies happen, and when they do, we'll be there to help - 24-hours a day, 7-days a week. This is offered at no extra charge for the full term of the basic 3-year/36,000-mile limited warranty.

3 **3 Year, Factory Limited Warranty At No Extra Charge**

Not only does every Daewoo come with a 3-year/36,000-mile limited warranty, but also 5-year/40,000-mile coverage on the powertrain. As a result, if warranty work is needed, you'll end up paying less - and we'll end up paying more.

*Warranty available for a limited time. Only attachments of Daewoo or its entities should not be interpreted as the company's own plans. Daewoo reserves the right.

Experience the Italian styling, plush interior and powerful 16-valve engine and you'll wonder what more we could add.

While there are certain intangibles that can make one car seem better than another, there are specific features that can have that same effect. And the new Leganza has them in droves - such as the exquisite styling that comes from the legendary craftsmen of ItalDesign.

We also had people in Germany, England and scores of other countries as part of our team. And in the end, we created an automobile that not only provides tremendous luxury but superb performance as well.

All in all, it's a car in which luxury and performance peacefully coexist. And with prices starting at \$13,660*, they coexist at a very good price indeed.



*Price is based on MSRP (MSRP) with manual transmission. It does not include destination charge, tax, license, title, optional equipment, dealer charges, accessories or any other available options.

NUBIRA

Can a sedan and a station wagon be some of the most radical departures in automotive history?

With so many different cars on the road, one might ask how much the world needs yet another. It's a good question, to which we have an equally good answer: DaimlerChrysler can deliver tremendous quality at tremendous low prices. And the world can always use automobiles that deliver value like that.

Each Nubira is equipped with power-assisted steering, AM/FM stereo with cassette and an array of other standard features. Our CDX model also includes air conditioning, a car alarm with keyless entry, ABS, alloy wheels and even a CD player.

You can choose a sedan or wagon. It all depends on your needs, and only you can decide that.



It's not just about building value into our cars. It's also about adding and maintaining value once you've bought one.

The value in our cars speaks for itself. Just ask the Automobile Club of Southern California, AAA's largest affiliate, for example. They recently named our Lanos 3-Door and Nabira Wagon as having the most value based on quality, performance, and price. But the value in our cars doesn't end there.

FINANCING

Once you've taken any of our cars out for a test drive, we think you'll be in a mood to buy. Again, we can help make the process a lot more efficient and painless. We work with a leading financial services company to provide excellent financing. And if you're a college graduate and qualify, we also have special financing programs available for you.

YOUR INSURANCE IS WAITING

With financing out of the way, it's time to talk about insurance and the Insurance Answer Center. The independently operated IAC (which is not a part of Daewoo Motor America, Inc.) features more than 50 insurance companies and several hundred

insurance plans, and provides a way to go online and get free quotes. It's available to Daewoo owners 24-hours a day, 7 days a week, by phone or computer. (The toll-free number is 1-888-511-6141; our web site is at www.daevoos.com.)

WHEN YOU ADD IT ALL UP

Building value into the vehicles that we sell and supporting them with unique programs and services helps to maintain the value of your vehicle. Just check the National Auto Research Black Book[®], a leading industry source of used car values. They recently reported data on 1599 models, for example, which showed Daewoo resale values among the best in every category that we compete in.

* Not available at all locations. See your participating Daewoo retailer. Restrictions may apply.



Scheduled Maintenance Program^{*}

- 3 Years/36,000 Miles
- No Extra Charge.

In addition to our basic warranties, we provide you with a 3-year/36,000-mile, no-extra-charge, scheduled maintenance program which provides:

- Free prescribed maintenance items (engine oil, oil filter and air filter changes; tire rotation; etc.) which are needed every 6,000 miles, for up to 36,000 miles.
- A way to minimize your maintenance costs by providing replacement coverage for items such as brake pads, hoses, belts, wiper blades, etc. if they're needed during your first 3 years or 36,000 miles of ownership.

24-Hour Priority Assistance

- 3 Years/36,000 Miles
- No Extra Charge.

Emergencies happen, and when they do, we'll be there to help - 24-hours a day, 7-days a week. This program is offered at no extra charge for the full term of the basic 3-year/36,000-mile limited warranty and includes:

- Roadside Assistance
- Toll-Free Telephone Access Anytime
- Sign & Drive (In most instances, it's possible to simply sign a waiver. The provider of the service will be paid by us.)
- Emergency Lockout Service, Lost Key Retrieval and Message Service
- Customer Trip-Routing and Key Service

* Not available at all locations. See your participating Daewoo retailer for details. Restrictions may apply.

LANOS

It's not surprising the Lanos is at the head of its class. After all, it graduated from a different school of thought.

Although the average new car sells for over \$17,500, every Lanos has an MSRP of under \$10,000. And the Lanos starts at under \$9,000* – an extraordinary value when you consider that it's equipped with a 16-valve, DOHC engine; dual airbags; AM/FM stereo with cassette; and a host of other features.

Not only does a Lanos deliver exceptional value and quality, it also provides more than its share of fun. This stylish car is a joy to drive, and drive it you will – to the store, to school, to the gym, to your in-laws (well, maybe not).



*Price is model price (MSRP) with optional destination. It does not include charges for freight, taxes, title, license, dealer preparation, license charges, administration fees and/or other fees where applicable.

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www.daewoos.com



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