

MIDAS.
BUILD YOUR OWN IMAGE.



— CONGRATULATIONS! —

By opening this brochure, you have just taken the first step towards becoming one of the few people for whom we will make a Midas this year.

The Midas is built by a group of craftsmen who are really top men in their fields. Our laminators take 4 days to hand lay each monocoque using aircraft quality materials. Our fabricators make the window frames between building formula 1 suspension. And the Superkit is personally assembled by an ex-Team Lotus chief mechanic. And because each car is made for someone in particular, you can have exactly the car you want - the virtually fully built Superkit, or the De Luxe kit for the more experienced builder.

All of this explains why we say that the Midas allows you to build your own image. A real Mini-Supercar, comparable in quality with the world's best prestige cars. At a fraction of the price. For a fraction of the running costs. And just for you.

— INTRODUCING — MIDAS 3-WAY ECONOMY

The economy of less; less weight because it's made of glassfibre, less frontal area because it's so compact, less drag because of the careful atten-



tion to laminar airflow. So you use less fuel - up to 50 mpg is possible. There's also less maintenance cost because the Mini components are so lightly stressed.

The economy of more; more space for driver and passenger in cloth trimmed bucket seats and for 2 children on the rear fold-down seat; more room for holiday luggage; more performance from a power to weight ratio of 100 bhp per ton with a standard 1275cc Mini engine. More road-holding with front wheel drive, race-developed rear suspension, disc front brakes, 12" alloy wheels and low profile radial tyres. More control with the 13" leather steering wheel, full instrumentation including tachometer, finger stalks and central switch binnacle. More comfort from the fully trimmed interior, through flow ventilation, wind up windows, heated rear screen and even a passenger vanity mirror. More usability with a rear hatch which opens on gas filled struts. In short more



value for you money than any other car offering comparable quality, specifications and individualism.

The economy of long life: the ultimate economy of a car which will last for years and which you will want to keep for years, so you save on depreciation. That's because the Midas body-shell can never rust or corrode; its tough, self coloured finish never needs respraying and all hinges, brackets, clips and bolts are either zinc plated or epoxy coated. In an era of identi-cars, the Midas has about it those indefinable qualities of flair and individualism which make owning one a personal pleasure. Year in, year out.

— MIDAS — STRENGTH IN DEPTH

Glass reinforced plastic is stronger than steel, weight for weight. So for the same strength, fibreglass materials weigh less. But most people who make glassfibre cars don't get the best out of the material - they bolt a body to a steel frame. This way you get the worst of both worlds — a chassis which rusts, and a body which is not as strong as it could be.

That's why the Midas approach is based on a total fibreglass structure, to get a stronger, lighter and much longer lasting bodyshell.

The basic monocoque is a highly developed version of that proved over 14 years with the Mini-Marcos. Beam strength comes from massive side boxes and reinforced roof with roll over protection front and rear - you can put 2 tons on the roof and it won't budge!

Torsional strength comes

from the deep vaulted and double skinned rear quarters and the equally massive scuttle structure. The absorbing of front impact is excellent, with progressively stronger box sections, and side intrusion resistance is helped by burst-proof hinges and locks.

The front and rear subframes locate on reinforced and jig drilled panels, retaining all the standard Mini sound insulation bushes. All this makes the Midas an immensely strong car, which has been intentionally over-built to ensure huge reserves of rigidity; the benefits of this are immediately obvious. The car has that solid feel you get from certain well known, very expensive German cars. But the added beauty of the Midas is that after a decade, the body will still be as strong and glossy as when new!

— THE HARD BIT: — CHOOSING

Because each car is built for someone special, our standard specifications are really just a guide. Depending on how much you want to pay, and what sort of car you want, we can put together virtually any package you require. But to start the ball rolling, here are three ways to buy a Midas.



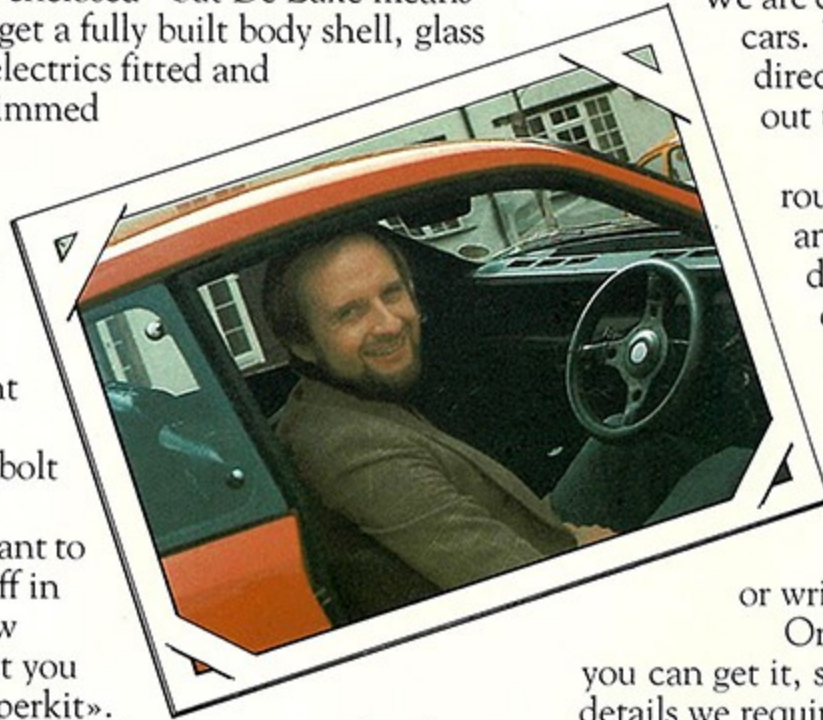
If you're pretty experienced with the spanners and have some Mini parts to start with, you'll need the «De Luxe» kit. The full spec you'll find in the leaflet enclosed - but De Luxe means what it says. You get a fully built body shell, glass in, doors on, all electrics fitted and tested. It's fully trimmed

and complete with all special parts. You supply the rest of the bits from your Mini, like engine and transmission, front suspension, rear trailing arms and bolt it all together.

If you really just want to get in and drive off in your sparkling new Midas, the nearest you can get is the «Superkit».

This is a complete car, built to your special order, less only engine/gearbox and front suspension. We can supply these too - but to comply with the law, you do have to arrange to assemble them yourself.

The third way is for those of you who are competition minded. We can build you a special shell for any competition from hill climbing to driving tests to stage rallies. Anything is possible!



— BUYING THE MIDAS —

We are different from most places you buy cars. We don't have dealers, we sell direct to you, the customer, and so cut out the dealer margin.

But it does mean we're not just round the corner, and so to come and see us for a demonstration drive, choose your car, talk finance or insurance, you will probably have a bit of trip.

But when you get here, we take all the time you need to work out the kind of package which is best for you.

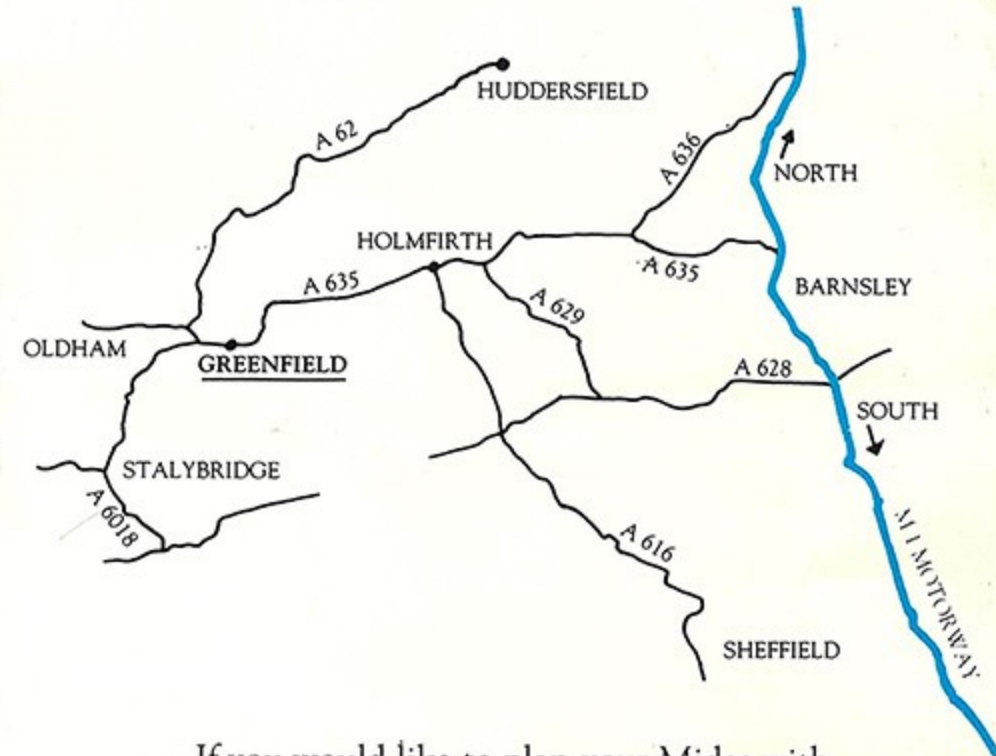
If you're interested, ring or write for an appointment.

Or if you just want one as quickly as you can get it, send us the deposit and the details we require to make your car, using the special form you'll find in this brochure.

— THE MAN — BEHIND MIDAS

Mr. Midas is Harold Dermott, who bought Mini-Marcos from Jem Marsh a few years

back. Harold is a most experienced automotive engineer, having gained a BSC in Engineering at Southampton University and spent time at Jaguar on research and development before building-up the Mini-Marcos into one of the country's leading kit cars. The Midas is the culmination of that experience - a sophisticated Mini-Supercar for the enthusiast of the 80's.



If you would like to plan your Midas with Harold Dermott personally, the number is Saddleworth (04577)3813 and here's a map which will help you get to the factory.



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