

DKM, Inc. Sales Literature 1978



Demos Truckman

MACHO T/A

A PERFORMANCE TRANS AM FIREBIRD
BUILT IN LIMITED SERIES FOR THE ENTHUSIAST



P.O. BOX 196
GLENDALE, ARIZONA 85301



PERFORMANCE PACKAGE BREAKDOWN:

Modification	Result
POWER TRAIN:	
Complete finish tuning of Carburetor and recalibration of Distributor. Adjusting of both. Requires full bench work and final tuning on car.	Improves low end response and drivability. Increases power throughout RPM range with excellent increase in the top end due to engine tuning to match the exhaust system. Surging and cold start stumbling minimized. Distributor work retains stock initial timing and total advance while vastly improving rate at which spark advance comes in. Plug in shaft is removed and other improvements made. Off-idle response is much more crisp and general drivability is improved.
Header Headers installed and tuned to unique dual exhaust system utilizing two (2) catalytic converters with a crossover balance tube for improved flow.	Back pressure is greatly reduced while exhaust is scavenged from cylinder heads by equal length header design. Engine breathes better freeing up considerable horsepower while lowering head temperatures and improving drivability. Top end is especially improved due to engine's ability to breathe at higher RPM.
Air Scoop opened up and screened for true cold air performance and flow.	Amount of air available to engine on demand is nearly doubled which translates into horsepower. Normally the engine consumes it's own power in sucking air through a single small opening in the air cleaner housing. With the opening functional it no longer pulls from such a small area or from so far away.
SUSPENSION SYSTEM:	
Front suspension completely reworked with geometry recalibrated and reset to new specs. Front springs replaced with tapered units. Shocks replaced with Koni adjustables.	Front end steering response is much quicker and cornering more precise. Front end lift under acceleration is reduced as is nose dive when braking. Steering inputs are more direct and control much improved. Front end "plant" better allowing more bank cornering and transient response.
Rear suspension is adjusted with Koni adjustables replacing the stock DeCo units.	The Koni Damper gives better lean and roll control as well as improved cushion control over the entire range of driving conditions. If greater control is desired for before or some other such event, shocks can be dialed-in for stiffer settings.
Attitude of car is changed from customary OEM level or uphill cant to a slight rake.	Ideally a car should sit at a slight rake for least aerodynamic drag. This situation further aids the suspension with a lower nose which drops the proportional center giving quicker transient response. The lower nose also allows less air under the car which results in greater stability at highway and extra-legal speeds.
IDENTIFICATION:	
"MACHO T/A" paint scheme and plaque (scrubbed) applied and each car is individually numbered. Paint edges protected with decorative vinyl tape.	Paint scheme identifies the "MACHO T/A" as an entity, a unique item with increased performance characteristics and style. This will aid resale for the car tremendously. Numbering each car further enhances the effect and individualizes the car as a "one-off" edition which provides the owner with uniqueness. There will be only one "MACHO T/A" of a particular number this year.
OPTIONS:	
Lift-off Fiberglass Hood. Exact duplicate of original utilizing four pin system of location on car.	Nearly 60 lbs. is trimmed off the nose of the car with this optional hood. This change enhances steering response, total vehicle weight and front to rear weight ratio. It also allows full access to the engine compartment while providing rear appeal.
Tilt-Up Convertible Hood.	Unique device that allows both lift-off and tilt-up use. Provides weight advantage along with convenience.
Oil Pressure restorer device. Installed at rear of engine compartment on Firewall.	The Tires Aid can generate cornering forces that will out-handle it's own oil pan. The MACHO T/A is even better at this than the pure stock car. The oil pressure restoring device keeps a quart of oil in reserve, under pressure, to be added back into the engine should oil pressure drop momentarily in a turn. When pressure returns, oil is forced back into reserve for the next hard corner.
HR60 x 15 Radial Tires.	Overize tires add nearly two full inches pie corner to the car's tread area (road contact area). With current radial technology this helps cornering and straight line traction measurably. Overall diameter is approximately the same as stock. Slight wheel well modifications permit using this rubber without interferences.
Must Competition Plus Shifter with "Quick Shift" modification.	Improves speed and reliability of shifting. Removes banging and hesitation that plague stock shifter.
Preprogrammed automatics.	Improves reliability of transmission as well as quickening shifts. Shotgun type torque converters also available.

COLOR AVAILABILITY:

BASE COLOR	ACCENT COLORS AVAILABLE	INTERIOR TRIM
Cameo White	Carmine Metallic Martinique Blue Metallic Burnished Gold Metallic	Carmine Blue Camel
Starlight Black	Burnished Gold Metallic Mayan Red	Camel Black Carmine
Platinum Metallic	Carmine Metallic Charcoal Metallic Martinique Blue Metallic	Carmine Carmine Black Blue
Martinique Blue	Platinum Metallic Burnished Gold Metallic	Blue Camel
Chesterfield Brown	Burnished Gold Metallic	Camel
Solar Gold	Chesterfield Brown Metallic	Camel
Mayan Red	Burnished Gold Metallic Cameo White Platinum Metallic	Camel White Carmine Black

Dupont "Imron" finishes for "Macho" paint are \$150.00 additional. Special colors are \$150.00 additional, painted to your color specs.

ORDERING INFORMATION:

Call DKM at 602-931-9111 for nearest dealer, or buy direct. All factory options are available, but check to be sure. If phone is not convenient, write to P.O. Box 996, Glendale, Arizona 85301

SPECIALTY ITEMS:

DKM provides a number of unusual items that may be to your taste. Items such as Recaro seats, Forge stereo systems, power moon roofs, etc. If you have a special need, contact us. We also deal in competition only modifications.

NOTES:

ABOUT THE PICTURE:

Macho T/A owners spend their time in crushed valour, air conditioning and excellent sound. All this while blowing the doors off your favorite Chevrolet sports car and generating greater cornering forces than the German cars. However, if you insist on viewing the rear of a Macho T/A we welcome you to buy your Corvette, Camaro, or Porsche. Your ego is relatively safe, there will be only 200 Macho T/A's this year.



The Macho T/A

An American GT in every sense of the word

—by Peter Frey

There is a little brushed aluminum plate on the center console that reads, "Macho T/A—a limited series grand touring Trans-Am built for the enthusiast by DKM, Inc., a design performance company. Identification number —Macho No. 78-55 DKM, Inc."



Is the above some kind of advertising hype? No, the car is completely capable of living up to the billing given it by that little plate. In fact, the Macho T/A is, in our opinion, one of the better GT automobiles available any-

where in the world (ah, listen to the purists protest), and the best in the \$10,000 price bracket (the out-the-door on our test car was \$10,081).

The history of American car modification has never been long on subtlety. In its infancy, the enthusiast movement was prone to radical surgery, both cosmetic and mechanical. Over a period of years, federal legislation, rising costs and growing consumer sophistication have tended to shape the urge to modify into narrower, less flamboyant channels. Yet, despite the restrictions, cars today are, by and large, a more capable, comfortable breed.

That sort of sums up DKM's philosophy: Give the customer a good car; subtly modify it to produce the maximum amount of performance while staying within legal limits, and simultaneously make it more pleasant in terms of crea-

ture comforts. They have succeeded admirably.

The prime mover of the Macho T/A project and namesake of DKM, Inc., is Dennis Mechem, a young man with an all-American look and a childhood of repressed automotive urges. He is also the son of the owner of one of the largest Pontiac dealerships in the western U.S. (DKM buys from the dealership the stock Firebird T/As that are the basis of its creations.) DKM is a wholesale operation, modifying stock cars and selling the fruits of its labors to various dealers around the country. It is still a relatively small firm, operating on a thin profit margin, but it's doing well, having sold more than a hundred cars since it began.

The car is a highly visible piece of machinery, with its custom striping and huge "MACHO" painted on the rocker panels. It's offered in a variety of color schemes, and also in a "plain Jane" model for the purchaser inclined to maintain a lower profile in the ever-vigilant eyes of the law. All the cars are numbered on the console plate and on the body, down low, just aft of the front wheelwells. The theory behind this is to enhance the resale value of the car.

That is the extent of the cosmetic modifications. All else is a subtle massaging of the stock components, and a couple of replacements made with aftermarket pieces. The basic car is ordered with the 400cid engine, a 4-speed, the "performance" suspension and the red velour interior, so they begin with a car that is

already luxurious and fast, and make it better.

The only change in the interior is the addition of one of the best sound systems we've ever heard in a car. It includes an Audio Mobile AM/FM/stereo tape player, power booster, and a trick set of speakers with the tweeters in the front doors and the woofers in the panels on either side of the rear seat. The 50-watt-per-channel system is put together by a Phoenix-based electrical wizard named Jim Fosgate. The net result of all this audio technology is a system that puts out sound so precise and real that you would swear you could cut pieces of it out of the air with a knife. It helps considerably in creating the intensely luxurious feeling that changes the interior of the car from an upholstered cave into an environment that makes even prolonged touring a pleasure.

The suspension modifications are simple. The only weak areas in the car's handling are the shock absorbers and the slight high-speed instability that comes from the nose being so high in the air at the stock height. DKM cures the height problem by taking out the front springs and having them compressed and re-tempered to maintain the stock rate, and by lowering the front end 1.5 inches. The stock Delco shocks are removed and replaced with Koni shocks set on full soft.

The modifications to the rear suspension are even simpler, consisting merely of the replacement of the shocks, again

**1978 MODEL MACHO T/A
OWNER INFORMATION AND MAINTENANCE TIPS:**



HEADERS: Your Exhaust Headers are the finest available in construction quality and function. They are constructed of steel tubing rather than cast iron of the O.E.M. type manifolds. For this reason you get lighter engine weight, better heat dissipation and exceptional flow. The High stress bolts that hold your headers need to be tightened 10 days after you take delivery of your Macho T/A, and two or three times per year thereafter, especially when there is a weather change such as from summer to fall where temperatures are significantly lower when the car is cold. Your dealer can do this, however, there may be a slight charge.

IGNITION TIMING: Your distributor has been set to stock initial timing settings. While improvements were made, Factory parameters were retained in order to preserve emission levels. Have your car tuned to factory specs. No unusual timing settings are mandatory for the excellent performance you will enjoy from your Macho T/A. (initial timing settings noted on tag at front of car just next to radiator) for competition use 36 degrees total advance.

CARBURETOR TUNING: Your carburetor may also be set according to factory specs. It has been improved, but in a manner that allows stock settings to work well, and emission levels to remain low. Performance tuning will aid slightly, but will raise emission levels in most areas. Best street tuning is done with emission probe equipment to sample exhaust. High performance tuning should be used only for competition use.

EXHAUST SYSTEM: To improve flow we have used two of the AC Catalytic converters rather than the single converter the car was equipped with originally. The converters also serve as the muffler system. You will note a crossover balance tube, which serves to increase top end horsepower and quiet the system; it also serves as the mounting bracket to hold the converters rigidly to the transmission housing. This simply means that you should use unleaded fuel exclusively. Should you choose to remove the converters for competition use, be sure to fill your tank with unleaded fuel before replacing them. For tracks that require mufflers, the Corvair Turbo muffler is best and will fit exactly where your converters are now located.

CLEANING: Do not run your Macho T/A through a car wash. Car washes are not designed to protect paint. Your decorative tape on the paint edge is also a bit vulnerable to the spinning brushes. Hand washing with a good CAR WASH product and finish care will keep your car's finish excellent. The trim paint on your Macho is noted on the glove compartment lid. Should you ever get into an accident or drive down a gravel road and remove the paint from your wheel well deflectors, you will need to know this. The trim tape is by 3M company.

FINISH CARE: We highly recommend a complete wax job using hard wax only (not cleaner wax) or a polygycoat finish. These protective finishes along with careful cleaning will preserve the exterior of your car indefinitely.

WHEEL ALIGNMENT: When you have your front end aligned, be sure to take it to a competent shop where careful hand work is done. The specs are as follows: FOR STREET: 1 1/2 to 2 degrees positive caster, 0 degree camber, and 1/8 inch toe in. COMPETITION USE: Same as above with a degree and a half of negative camber. Negative camber will wear out tires, so don't use it on the street.

LOW CLEARANCE: The front of your Macho T/A is lower than stock. Be careful of high curbs and road obstructions that could inadvertently remove your air dam. Also, be careful of your header collectors as they are a full inch lower than the sub-frame rail. These modifications have improved your car's handling and stability; you must also improve your alertness to these areas, no one enjoys shattered air dams or bent collectors.

BE A COMPATRIOT: All Macho T/A owners wave to one another. After all, there are only a few Macho T/A's in the whole world. When you see one, be sure to be a sport. Let the snobs drive the Porsche's and Corvette's, they need that, all they ever see of us is tail lights.