

# Lost Car Companies of Detroit: A Tale of Innovation, Ambition, and Hard Times

Detroit, Michigan is known as the Motor City, and for good reason. For decades, Detroit was the center of the American automotive industry, and some of the most iconic car companies in history were founded there. However, not all of these companies have survived the test of time. Many have been lost to bankruptcy, mergers, or simply fading into obscurity.

*Lost Car Companies of Detroit* is a fascinating look at the rise and fall of some of these forgotten car companies. Author John A. Gunnell tells the stories of companies like Packard, Hudson, Essex, and Studebaker, all of which were once major players in the automotive industry. Gunnell explores the factors that led to these companies' demise, including the Great Depression, the rise of foreign competition, and the changing tastes of American consumers.



## Lost Car Companies of Detroit by Alan Naldrett

★★★★☆ 4 out of 5

Language : English  
File size : 15531 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 195 pages

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*Lost Car Companies of Detroit* is a must-read for anyone interested in automotive history. It is a well-written and informative book that provides a unique perspective on the rise and fall of the American automotive industry.

## **Packard**

Packard was one of the most prestigious car companies in American history. Founded in 1899, Packard quickly became known for its high-quality cars. Packard's cars were often the choice of celebrities and heads of state. However, the company began to struggle in the 1950s as foreign competition increased. Packard merged with Studebaker in 1954, but the combined company was unable to compete with the Big Three automakers. Packard ceased production in 1958.



## **Hudson**

Hudson was another major American car company that is now defunct. Founded in 1909, Hudson quickly became known for its innovative cars. Hudson's cars were often the first to introduce new features, such as the electric starter and the closed body. However, the company began to struggle in the 1950s as foreign competition increased. Hudson merged with Nash in 1954 to form American Motors Corporation. American Motors Corporation was unable to compete with the Big Three automakers, and it ceased production in 1987.



A 1936 Hudson Terraplane Six Coupe.

## **Essex**

Essex was a division of the Hudson Motor Car Company. It was founded in 1919 to produce a more affordable car than Hudson's flagship Essex cars were popular in the 1920s and 1930s, but sales began to decline in the 1940s as foreign competition increased. Essex was discontinued in 1942.



## **Studebaker**

Studebaker was one of the oldest car companies in America. Founded in 1852, Studebaker initially produced wagons and carriages. The company began producing cars in 1902, and it quickly became a major player in the automotive industry. Studebaker's cars were known for their durability and reliability. However, the company began to struggle in the 1950s as foreign competition increased. Studebaker merged with Packard in 1954, but the

combined company was unable to compete with the Big Three automakers. Studebaker ceased production in 1966.



A 1950 Studebaker Champion Starlight Coupe.

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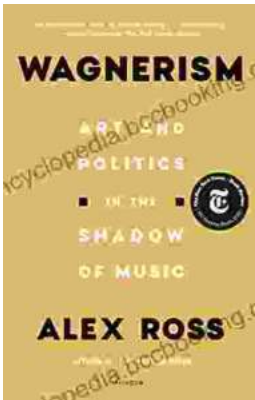
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