



You "Auto" Know Newsletter

A Driving Force in Preserving Our Automotive Heritage

Jan. 4, 2016

Story of the Week

This week in Automotive Heritage

On Jan. 7, 1985, Saturn is founded as a subsidiary of General Motors to have a "new kind of car, a new kind of company" to take on the Japanese automakers.

It had an innovative UAW contract, but was eventually brought into the GM fold. The brand was eliminated as part of the 2008 bankruptcy.



Image courtesy of Saturnfans.com

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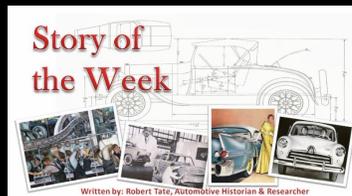
North American

International Auto Show gets started this week

Now that we are firmly in the new year, it is that time of year when auto enthusiasts across the country gather at the North

'57 Chryslers were great looking cars

By Robert Tate
Automotive Historian and Researcher



Written by: Robert Tate, Automotive Historian & Researcher

During the 1950s, the Chrysler Corporation had manufactured many great looking vehicles for the consumer market.

The late Virgil Exner Jr., was the corporate director of styling in 1957, and he had designed many great looking cars and trucks for that model year.

For 1957, the Chrysler line of newly designed cars offered a forward-thinking design with a light, clean design that many consumers really had enjoyed.

For more of our latest Story of the Week, click below:



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Story of the Week

James Couzens: An Extraordinary Man

county gather at the North American International Auto Show, held Jan.7-22 at Cobo Center in downtown Detroit.

Public access to the annual event - which will features dozens of worldwide new releases, concept cars, new technology and more - runs Jan. 14-22.

The history of what was once recognized as the Detroit Auto Show runs parallel with the region's automotive heritage. The inaugural Detroit Auto Show was held in December, 1907 at Riverside Park on West Jefferson just before the Ambassador Bridge. The show was at Beller's Beer Garden in Riverside Park in conjunction with a hunting and fishing accessories show.

By Wayne Ferens

James J. Couzens was one of the original 12 investors in the Ford Motor Company and on June 16, 1903 those investors filed articles of incorporation for their new business.

Couzens borrowed heavily and invested \$2500 in the firm was appointed secretary of the Board of Directors, and took over the business management of the new company for a salary of \$2,400.

Read more about Couzens' life work and his influence on automotive heritage in our latest MotorCities Blog:



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This image is from the 1910 Detroit Auto Show.

Back in 1907, it only cost 50 cents to attend the show and a total of 33 vehicles were shown by 17 exhibitors.

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[Ford to invest \\$700 million in Flat Rock plant](#) – Automotive News, Dec. 20, 2016

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