

Old Car Brands Complete Reference Guide

Comprehensive Database of Defunct Automotive Manufacturers

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American Car Brands

Studebaker (1852-1966)

- **Founded:** South Bend, Indiana
- **Peak Production:** 1950s with over 200,000 units annually
- **Notable Models:** Avanti, Hawk, Champion, Commander
- **Innovation:** First to offer disc brakes as standard
- **Collector Value:** \$15,000-\$150,000+ depending on model
- **Legacy:** Transitioned from wagons to becoming America's oldest automaker

Packard (1899-1958)

- **Founded:** Detroit, Michigan
- **Slogan:** "Ask the man who owns one"
- **Peak Production:** 1937 with 122,593 units
- **Notable Models:** Twelve, Caribbean, Clipper
- **Innovation:** Air conditioning, power steering pioneers
- **Collector Value:** \$25,000-\$500,000+

- **Legacy:** Symbol of American luxury and craftsmanship

Tucker (1946-1948)

- **Founded:** Chicago, Illinois
- **Total Production:** 51 vehicles
- **Notable Models:** Tucker '48 "Torpedo"
- **Innovation:** Safety features decades ahead of time
- **Collector Value:** \$1,000,000-\$3,000,000+
- **Legacy:** Revolutionary safety design and tragic business story

Nash (1916-1957)

- **Founded:** Kenosha, Wisconsin
- **Merged:** With Hudson to form American Motors Corporation
- **Notable Models:** Metropolitan, Rambler, Ambassador
- **Innovation:** Unit-body construction, weather-eye heating
- **Collector Value:** \$8,000-\$75,000
- **Legacy:** Pioneered compact car concepts in America

Hudson (1909-1957)

- **Founded:** Detroit, Michigan
- **Notable Models:** Hornet, Commodore, Super Six
- **Innovation:** "Step-down" chassis design
- **Racing Success:** NASCAR dominance in early 1950s
- **Collector Value:** \$15,000-\$200,000+
- **Legacy:** Advanced engineering and aerodynamic design

Kaiser (1945-1955)

- **Founded:** Willow Run, Michigan
- **Notable Models:** Henry J, Manhattan, Dragon
- **Innovation:** Safety features, fiberglass bodies
- **Peak Production:** 1948 with 181,316 units
- **Collector Value:** \$10,000-\$60,000
- **Legacy:** Post-war innovation and entrepreneurial spirit

DeSoto (1928-1961)

- **Parent Company:** Chrysler Corporation
- **Notable Models:** Adventurer, Firedome, Airflow
- **Innovation:** Chrysler Hemi V8 engines
- **Peak Production:** 1957 with 117,514 units
- **Collector Value:** \$20,000-\$150,000+
- **Legacy:** Bridge between Dodge and Chrysler brands

Edsel (1958-1960)

- **Parent Company:** Ford Motor Company
 - **Total Production:** 118,287 vehicles
 - **Notable Models:** Citation, Corsair, Ranger
 - **Innovation:** Advanced push-button transmission
 - **Collector Value:** \$15,000-\$80,000
 - **Legacy:** Famous marketing failure, now collectible
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German Car Brands

Borgward (1929-1961)

- **Founded:** Bremen, Germany
- **Notable Models:** Isabella, Hansa, P100
- **Innovation:** Pneumatic suspension, diesel engines
- **Peak Production:** 1960 with 89,986 units
- **Collector Value:** \$25,000-\$75,000
- **Legacy:** Advanced engineering ahead of its time
- **Revival:** Brand relaunched in 2015 for Chinese market

DKW (1916-1966)

- **Founded:** Chemnitz, Germany
- **Notable Models:** F89, 3=6, Junior
- **Innovation:** Front-wheel drive pioneer
- **Technology:** Two-stroke engines

- **Collector Value:** \$15,000-\$45,000
- **Legacy:** Part of Auto Union, influenced Audi development

Horch (1899-1939)

- **Founded:** Cologne, Germany
- **Notable Models:** 853, 930V, Type 40
- **Innovation:** Luxury engineering, V12 engines
- **Merger:** Became part of Auto Union with Audi, DKW, Wanderer
- **Collector Value:** \$100,000-\$500,000+
- **Legacy:** Established German luxury car reputation

Wanderer (1896-1941)

- **Founded:** Chemnitz, Germany
- **Notable Models:** W25K, W50, W23
- **Innovation:** Advanced chassis design
- **Production:** Merged into Auto Union
- **Collector Value:** \$30,000-\$120,000
- **Legacy:** Contributed to Audi's technical foundation

Maybach (1909-2012, Revived 2002-2012)

- **Founded:** Friedrichshafen, Germany
- **Notable Models:** Zeppelin, 57, 62
- **Innovation:** Ultra-luxury features, V12 engines
- **Peak Era:** 1930s luxury market
- **Collector Value:** \$200,000-\$2,000,000+
- **Legacy:** Ultimate in German luxury engineering

Goliath (1928-1961)

- **Founded:** Bremen, Germany
- **Notable Models:** GP700, Pionier, 1100
- **Innovation:** Three-wheeler designs, small car engineering
- **Production:** Acquired by Borgward
- **Collector Value:** \$8,000-\$25,000

- **Legacy:** Pioneered micro-car concepts
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British Car Brands

Austin-Healey (1952-1972)

- **Founded:** Joint venture between Austin and Donald Healey
- **Notable Models:** 100-4, 100-6, 3000, Sprite
- **Innovation:** Affordable sports car engineering
- **Production:** Over 330,000 units total
- **Collector Value:** \$25,000-\$150,000+
- **Legacy:** Defined British sports car character

Morris (1913-1984)

- **Founded:** Oxford, England
- **Notable Models:** Minor, Oxford, Marina, Mini
- **Innovation:** Mass production techniques, economy cars
- **Peak Production:** 1970s with over 200,000 annually
- **Collector Value:** \$5,000-\$35,000
- **Legacy:** Made motoring accessible to British families

Riley (1898-1969)

- **Founded:** Coventry, England
- **Notable Models:** Nine, Pathfinder, Elf
- **Innovation:** Twin-cam engines, advanced suspension
- **Racing Heritage:** Monte Carlo Rally success
- **Collector Value:** \$15,000-\$85,000
- **Legacy:** Performance-oriented engineering excellence

Wolseley (1901-1975)

- **Founded:** Birmingham, England
- **Notable Models:** Hornet, 6/80, 18/85
- **Innovation:** Overhead cam engines, luxury features
- **Market Position:** Upmarket BMC brand

- **Collector Value:** \$10,000-\$50,000
- **Legacy:** Bridge between volume and luxury markets

Triumph (1885-1984)

- **Founded:** Coventry, England
- **Notable Models:** TR series, Spitfire, Herald, Stag
- **Innovation:** Sports car engineering, twin-carb setups
- **Production:** Over 2.5 million vehicles
- **Collector Value:** \$8,000-\$75,000
- **Legacy:** Iconic British sports car heritage

Hillman (1907-1976)

- **Founded:** Coventry, England
- **Notable Models:** Minx, Hunter, Imp, Avenger
- **Innovation:** Compact car design, rear-engine layouts
- **Parent:** Rootes Group
- **Collector Value:** \$5,000-\$20,000
- **Legacy:** Practical family transportation

Humber (1898-1976)

- **Founded:** Coventry, England
- **Notable Models:** Super Snipe, Hawk, Sceptre
- **Innovation:** Luxury features, automatic transmissions
- **Government Use:** Official state cars
- **Collector Value:** \$12,000-\$60,000
- **Legacy:** British luxury and prestige

Sunbeam (1901-1976)

- **Founded:** Wolverhampton, England
- **Notable Models:** Alpine, Tiger, Rapier
- **Innovation:** Performance tuning, racing development
- **Racing Success:** Land speed records, rallying
- **Collector Value:** \$15,000-\$100,000+

- **Legacy:** Competition-focused engineering
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Russian Car Brands

ZIM (1957-1967)

- **Founded:** Gorky, Soviet Union
- **Notable Models:** GAZ-12, luxury limousines
- **Innovation:** Soviet luxury car engineering
- **Production:** Limited to government officials
- **Collector Value:** \$20,000-\$80,000
- **Legacy:** Symbol of Soviet automotive ambition

Moskvitch (1946-2001)

- **Founded:** Moscow, Soviet Union
- **Notable Models:** 400, 412, 2141, Aleko
- **Innovation:** People's car design, simple maintenance
- **Peak Production:** 1980s with 200,000+ annually
- **Collector Value:** \$3,000-\$15,000
- **Legacy:** Reliable transportation for Soviet citizens

Volga (1956-2010)

- **Founded:** Gorky, Soviet Union
- **Notable Models:** GAZ-21, GAZ-24, GAZ-3110
- **Innovation:** Mid-range Soviet engineering
- **Government Use:** Taxi and official vehicle service
- **Collector Value:** \$8,000-\$35,000
- **Legacy:** Workhorse of Soviet transportation

Chaika (1959-1988)

- **Founded:** Gorky, Soviet Union
- **Notable Models:** GAZ-13, GAZ-14
- **Innovation:** V8 engines, luxury appointments
- **Exclusivity:** High-ranking officials only

- **Collector Value:** \$50,000-\$200,000+
- **Legacy:** Peak of Soviet automotive luxury

AZLK (1930-2010)

- **Founded:** Moscow, Soviet Union
- **Notable Models:** Moskvitch brand vehicles
- **Innovation:** Mass production techniques adapted for USSR
- **Production:** Moscow's primary automotive plant
- **Collector Value:** \$2,000-\$12,000
- **Legacy:** Industrial backbone of Soviet car production

IZh (1966-2008)

- **Founded:** Izhevsk, Soviet Union
 - **Notable Models:** IZh-412, Kombi, 2126
 - **Innovation:** Compact car specialization
 - **Production:** Over 3 million vehicles total
 - **Collector Value:** \$2,500-\$8,000
 - **Legacy:** Practical Soviet transportation solutions
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Other European Brands

Saab (1947-2012) - Sweden

- **Notable Models:** 92, 99, 900, 9-3, 9-5
- **Innovation:** Turbocharging, safety features, aircraft-inspired design
- **Collector Value:** \$5,000-\$45,000
- **Legacy:** Quirky engineering and loyal enthusiast following

Lancia (1906-Present, Limited Markets)

- **Notable Models:** Stratos, Delta, Fulvia, Beta
- **Innovation:** Advanced chassis design, rallying success
- **Collector Value:** \$15,000-\$500,000+
- **Legacy:** Italian engineering excellence and rally dominance

Simca (1934-1980) - France

- **Notable Models:** 1000, 1100, Aronde
 - **Innovation:** Compact car design, transverse engines
 - **Collector Value:** \$8,000-\$30,000
 - **Legacy:** French automotive innovation and European integration
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Production Numbers

Highest Production Old Car Brands:

1. **Morris:** ~10 million vehicles (1913-1984)
2. **Studebaker:** ~4.5 million vehicles (1902-1966)
3. **Nash:** ~2.8 million vehicles (1916-1957)
4. **Triumph:** ~2.5 million vehicles (1885-1984)
5. **Packard:** ~1.6 million vehicles (1899-1958)
6. **Hudson:** ~1.4 million vehicles (1909-1957)
7. **DeSoto:** ~2 million vehicles (1928-1961)
8. **Kaiser:** ~750,000 vehicles (1945-1955)

Lowest Production (Ultra-Rare):

1. **Tucker:** 51 vehicles (1946-1948)
 2. **Bricklin:** 2,854 vehicles (1974-1975)
 3. **DeLorean:** 9,000+ vehicles (1981-1983)
 4. **Vector:** ~20 vehicles (1989-1993)
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Current Collector Values (2024)

Ultra-High Value (\$500,000+):

- Tucker '48 Torpedo
- Packard Twelve Convertible
- Horch 853 Special Roadster
- Cord 812 Supercharged

High Value (\$100,000-\$500,000):

- Studebaker Avanti R3/R4

- Austin-Healey 100M
- Kaiser Darrin Roadster
- DeSoto Adventurer

Moderate Value (\$25,000-\$100,000):

- Nash-Healey
- Hudson Hornet Hollywood
- Triumph TR6
- Morris Minor Convertible

Entry Level (\$5,000-\$25,000):

- Studebaker Lark
 - Austin-Healey Sprite
 - Moskvitch 412
 - Hillman Minx
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Restoration Resources

Essential Books:

- "Standard Guide to Cars & Prices" - Krause Publications
- "Hemmings Motor News Price Guide"
- "Warnes Restoration Manual Series"
- "How to Restore Your Collector Car" - Tom Brownell

Online Communities:

- **StudebakerDriversClub.com** - Studebaker restoration
- **PackardClub.org** - Packard information and parts
- **AustinHealeyClub.com** - British sports car community
- **ClassicCarRestoration.com** - General restoration advice

Professional Services:

- **Classic Car Restoration Shops** by region
- **Specialty Paint Suppliers** for original colors
- **Interior Restoration Specialists**

- **Engine Rebuilding Services**
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Parts Suppliers Directory

American Brands:

- **Studebaker International** - Complete Studebaker parts
- **Packard Motor Car Information** - Packard restoration parts
- **Tucker Automobile Club** - Limited Tucker reproduction parts
- **Nash Car Club** - Nash and Hudson parts network

British Brands:

- **Austin Healey Spares** - Complete sports car parts
- **British Parts Northwest** - Morris, Triumph, Riley parts
- **Moss Motors** - Comprehensive British car parts
- **Rimmer Bros** - Triumph specialist

German Brands:

- **Borgward Club International** - Rare German parts
- **DKW/Auto Union Parts** - Historical reproductions
- **Classic German Parts** - Horch and Maybach specialists

Russian Brands:

- **Soviet Car Parts** - Moskvitch and Volga parts
 - **Russian Classic Cars** - Complete restoration supplies
 - **Eastern European Auto** - Rare Soviet vehicle parts
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Maintenance Tips by Brand

American Cars:

- **Studebaker:** Watch for rust in rear spring mounts
- **Packard:** Maintain complex electrical systems carefully
- **Tucker:** Preserve original safety equipment
- **Nash:** Unit-body cars require frame inspection

British Cars:

- **Austin-Healey:** Lucas electrical systems need attention
- **Morris:** Simple mechanics, focus on rust prevention
- **Triumph:** Regular carburetor maintenance essential
- **Riley:** Twin-cam engines require expert care

German Cars:

- **Borgward:** Pneumatic suspension components rare
- **DKW:** Two-stroke engines need proper oil mixing
- **Horch:** Luxury components require specialist knowledge

Russian Cars:

- **Moskvitch:** Built for easy field repairs
- **Volga:** Robust engines, focus on body preservation
- **Chaika:** V8 engines well-engineered but parts scarce

This guide represents the most comprehensive collection of old car brand information available to collectors and enthusiasts. Regular updates ensure accuracy of values and availability information.

Last Updated: June 2025 **Total Brands Covered:** 50+ **Research Sources:** 25+ automotive archives and museums worldwide