

# CLASSIC DRIVER

## 1958 Oldsmobile Super 88 - Hardtop Coupe Kustom

Hardtop Coupe Kustom

- Lot sold  
USD 70 000 - 125 000  
**Year of manufacture** 1958
- **Gearbox** Manual
- **Drivetrain** 2wd
- **Drive** LHD
- **Interior colour** Other
- **Condition** Used
- **Location** 
- **Fuel type** Petrol
- **Exterior colour** Other
- **Car type** Coupé
- **Exterior brand colour** Gold/Bronze
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### Description

When General Motors rolled out its 1958 line, there was cause to celebrate – it was GM's Golden Anniversary. With a PR blitz including booklets, advertisements, and even a two-hour television show, it was a demonstration of GM's popularity in the life of America. But that wasn't the only thing worth celebrating – all of GM's car brands were brand-new.

And they only would last one model year as Virgil Exner and the folks at Highland Park one-upped Harley Earl and Co. Exner's 1957 "Forward Look" for the whole Chrysler Corporation range put the industry on notice that there was a new kid in town who wasn't going to settle for second fiddle. By the time GM debuted its redesigned products for 1958 – a recession year – they already looked stale in comparison to Chrysler's sleek saloons. GM went on a crash program for the 1959 model year that returned Chrysler's serve, producing all-new cars with fins that reached heights that never would be seen again.

Out of all of

Bonhams & Butterfields at Quail Lodge, 18-19 August 2011

Carmel --

United States

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