

1855



2005

## *A day in Flint History*



### **1912: Chevrolet Motor Company comes to Flint**

In 1911, shortly after losing control of General Motors, Billy Durant was hard at work with new promotions. He teamed with former Buick race driver Louis Chevrolet to form the Chevrolet Motor Co. in Detroit. He also joined with other former associates to start the Little Motor Car Co. and Mason Motor Co. in Flint, taking over the buildings of the Flint Wagon Works, including the original Buick factory on W. Kearsley St. The decision to move Chevrolet to Flint from Detroit was announced in The Flint Journal on

August 9, 1912. Originally, Durant planned to take over the Imperial Wheel Co. factory for Chevrolet, but by 1913 it was decided that Chevrolet would move into the Flint Wagon Works buildings. By the fall of 1913, Chevrolet was producing the Royal Mail roadster and Baby Grand touring car, and for a brief period, all Chevrolets, as well as all Buicks, were being assembled only in Flint.

**THE FLINT JOURNAL**

**INTOUCH INDEPTH INVOLVED**

Source: Centennial Picture History of Flint