

Hupmobile 1930

A bold beauty from the brink of the Great Depression.

This classy gent comes from Lakeview, Michigan—a place as poetic as it sounds. Most of the town's 500 families enjoy a view of Lake Tamarack—possibly even the car's former owner, John Frederick Friday III. Yes, really—Mr. Friday from Lakeview!

He kindly let go of this beloved Hupmobile, likely unaware of the rare gem he was parting with.

Built in 1930, this car marked a major leap forward: it was among the first Hupmobiles built without a wooden frame. Its body, inspired by the Art Deco movement, houses a refined 100-horsepower engine—plenty of power for its time.

At that point, Hupmobile ranked 13th among U.S. car manufacturers. Their cars were known for being stylish, dependable, and affordable—yet even that couldn't shield them from the storm of the Great Depression.

Production collapsed—from over 50,000 units to less than 20,000. Despite efforts to revive the brand, Hupmobile disappeared quietly by 1940.

Today, spotting a Hupmobile in the wild is rare. But in our museum, you'll find several proud survivors—models from 1922, 1927, 1931, and this dashing burgundy beauty from 1930.