

Edsel 1958 Coupe

Bold, Bizarre & Beautifully Misunderstood

The Edsel brand made its dramatic debut on “E-Day,” September 4, 1957. It was named in honor of Edsel B. Ford, the son of the legendary Henry Ford.

The car world of the 1950s was fiercely competitive, and Ford wanted to make a splash. Most car launches cost about \$30 million at the time—but Ford didn’t hold back. They launched a massive media campaign worth over \$300 million (yes, that’s roughly \$3 billion today!).

And then? Well... things unraveled.

First, the rising oil crisis didn’t exactly favor giant, thirsty V8 engines. The Edsel didn’t just drink fuel—it looked ready to eat the grass along the road.

Second, the rushed production led to serious quality issues. Buyers were unimpressed.

But the biggest PR disaster? The American feminist movement published an open letter to the government, demanding cars with “that kind of nose” be banned from American roads. (We’ll let your imagination fill in the blanks...)

Despite all this, the Edsel has become a symbol of daring innovation, flawed execution—and unforgettable design.

This coupe came from the president of the Edsel Club in New York, a true expert who’s helped us countless times with advice, parts, and wisdom. We’re proud to keep this quirky classic alive and well.