

Pierce-Arrow 840A – 1934

Engineering excellence from the peak of American luxury.

It's the turn of the 20th century, and a man named George Pierce starts experimenting with automobiles. He's no stranger to manufacturing—but in an entirely different field. His high-quality bicycles are in high demand, and their craftsmanship lays the foundation for what will become one of America's most prestigious car brands.

In 1900, the company builds its first car—the Pierce Motorette, powered by a de Dion engine. Just three years later, Pierce switches to in-house engines, debuting with the Pierce Stanhope. That same year, the now-iconic Arrow name appears. Soon after comes the Great Arrow, and with it—fame.

Pierce-Arrow earns its reputation during the grueling Glidden Tours, America's earliest endurance rallies. From 1,100 miles in 1905 to 2,637 miles in 1909, Pierce dominates the field.

Throughout the 1920s, Pierce expands—but never compromises on quality. Each engine is assembled, run-in, disassembled, inspected, and reassembled. Every car undergoes road testing and meticulous inspection. The brand becomes synonymous with wealth, refinement, and perfection.

In the 1930s, Pierce-Arrow cars are officially used by the White House. In 1934 alone, the company offers ten body styles and a choice between a straight-eight or a V12 engine.

This beautiful model is the Pierce-Arrow 840A, equipped with a 6.0-liter straight-eight delivering 130 horsepower. A true example of mechanical artistry—elegant, rare, and proudly built to last.