



1911 Cadillac Model 30 Touring



Manufacturing Information

Manufactured By	Cadillac Automobile Company
Assembled At	Detroit, Michigan
Model Production	Unknown (this model only in 1911)
Annual Production	10,019 (all vehicles this manufacturer in 1911)
Body	Four-Door
Horsepower	30-40
Weight	3,296 pounds/1,495 kilograms
1911 Cost	\$1,700 (USD)

Innovations

Hand-buffed leather upholstery
Delco ignition
Last year for gas headlamps and oil lamps
New body style this year (Four-Door)

A True Luxury Car

Arriving in Detroit in 1890, Henry M. Leland set up his Leland & Faulconer Machine Shop and introduced Detroit to precision manufacturing. In 1902, after building engines for the popular Curved Dash Oldsmobile, Leland turned his attention to reviving Henry Ford's second failed venture, The Henry Ford Company, located four blocks west at Cass and Amsterdam. Renaming the venture Cadillac (for Detroit's founder) he decided to use a highly reliable one-cylinder engine. These one-cylinder cars were very popular and were produced until 1908. By 1905, Cadillac offered expensive, high-quality, four-cylinder cars and became known as one of America's finest prestige motor cars. This 1911 model sold for \$1,700 (compared to the Ford at \$850 and the Maxwell at \$600).

John Forster

On loan from John Forster, Royal Oak, Michigan. John has many cars on loan to Piquette. He is also a very active member of the Piquette T's – a Model T club hosted at this museum.



Scan this QR code to view or download photos and learn more about this exhibit.



Scan this code to read in selected languages!



Interested in adopting a vehicle at Piquette?
Please see our staff in the Main Office for more details or go to www.piqsigns.org.



Adopted By:
Jack & Andrea Seavitt