



1908 Maxwell Model AA Runabout



Manufacturing Information

Manufactured By	Maxwell-Briscoe Company
Assembled At	New Castle, Indiana
Model Production	Unknown (this model only in 1908)
Annual Production	Unknown (all models this manufacturer in 1908)
Body	Runabout
Horsepower	12
Weight	1,100 pounds/499 kilograms
1908 Cost	\$600 (USD)

Innovations

Maxwell was one of the first to market to women
Maxwell hired male and female sales personnel
Maxwell two-cylinder cars were popular and reliable

Maxwell - A Very Popular Car!

In 1902, Benjamin Briscoe, a wealthy Detroit manufacturer of sheet metal products, invested in automobile pioneer David Buick. In 1903, Buick's inability to produce a marketable product led Briscoe to finance a young engineer named Jonathan D. Maxwell. By the end of 1905, 833 2-cylinder, water-cooled, front-engine Maxwell Runabouts had emerged from their Tarrytown, New York factory. They were \$750, well-designed and a good buy. They quickly became America's favorite, inexpensive 2-cylinder Runabout. By 1910, production topped 20,000 units and vied for third place in the industry. Production moved to Detroit in 1913. The origins of Plymouth can actually be traced back to the Maxwell automobile. When Walter P. Chrysler took over control of the troubled Maxwell-Chalmers car company in the early 1920s, he inherited the Maxwell as part of the package. In 1928, Chrysler-Plymouth produced a Model Q, which was a re-worked Maxwell.

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.



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The Piquette T's

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