

Auburn Cord Duesenberg Automobile Museum Fact Sheet



A NATIONAL HISTORIC LANDMARK

Vision To preserve for centuries, the Auburn Automobile Company headquarters building, Auburns, Cords, Duesenbergs and other fine automobiles and artifacts relevant to documenting and sharing their historical significance.

Mission To collect, document, preserve and interpret relevant artifacts and stories of the Auburn Automobile Company, Duesenberg Inc., Auburns, Cords, Duesenbergs and other significant automobiles and their heritage of innovation, competition, societal influence and design, engaging communities in enriched, educational and fun experiences that have enduring impact on diverse audiences.

Description Auburn Automotive Heritage, Inc. d/b/a Auburn Cord Duesenberg Automobile Museum is an educational not-for-profit 501(c)(3). Its building is an art deco treasure, faithfully restored to its original 1930's grandeur — a place where landmark automotive innovation was once a daily occurrence. It is the only auto museum anywhere occupying an auto manufacturer's international headquarters building. It includes the actual factory showroom, design studios and administrative offices of an American thoroughbred auto maker. Here in this building, where the designers, innovators and engineers worked, visitors experience the inspiring museum, grasping the impact of the automobile on science and culture. It is nationally significant as one of the few remaining examples of an independent specialty automobile company that made hand-assembled rather than mass-produced automobiles. Since their inception, automobiles designed and built here continue to be highly prized around the world. Some of the innovations patented by: Auburn Automobile Company, Auburn, Indiana; and Duesenberg, Inc., Indianapolis, Indiana; are still in the cars we drive today. The museum not only honors three extraordinary motorcars from America's automotive golden age — the Auburn, the Cord and the Duesenberg — but also the individuals that created and manufactured them. Dozens of other great classic marques are also displayed and interpreted to complete the story.

The museum provides innovative exhibits and education programs, grounded in scholarly research, to inform a diverse audience representing all 50 states and over 40 countries annually. Visitor categories include car enthusiasts, historians, senior and adult tour groups, families with children, researchers, writers, those with a passion for art and design, and teachers with students on study trips. The museum collection is comprised of 110 automobiles, 1500 small artifacts, and an estimated 100,000 items in its research archives. We

intend that the museum building and its world renowned collection is here in this same condition, or better, 500 years from now. This site will represent the impact of the automobile to future generations.

Educational Programs The museum's most active educational program is its self-guided tour offered to the general public 362 days a year. Trained docents enhance the learning experience. The story of the Auburn Automobile Company (1903–1937) is woven throughout 16 galleries and restored offices connecting with visitors as a microcosm of the automobile industry. Study trips that meet Indiana Academic Standards are taught by licensed professionals.

American Alliance of Museums Accreditation The American Alliance of Museums, in accordance with the highest standards of excellence, awarded the Auburn Cord Duesenberg Automobile Museum accreditation status in 1997 and subsequent re-accreditation in 2005. Less than 5% of the nation's 17,774 museums have earned accreditation and only two have done so in the automobile museum category.

National Historic Landmark The Auburn Cord Duesenberg Automobile Facility was designated a National Historic Landmark in 2005 (the highest designation in the country). The Secretary of the Interior stated that this site has been found to possess exceptional significance in illustrating or commemorating the history of the United States for the benefit and inspiration of the American people. The museum joins a total of 2,507 National Historic Landmarks, 38 of which are in Indiana.

Indiana Historic Site The museum is located in the former international headquarters building of the Auburn Automobile Company and is recognized as one of the finest examples of art deco architecture in the Midwest. It was designated an Indiana State Historic Site in 1992.

Collaboration Catalyst The museum is a founding member of the National Association of Automobile Museums, and of the DeKalb Alliance of Museums.

World-Renowned Automobile Collection

The permanent collection consists of world-renowned automobiles (c.1894 – 2001) with an emphasis on Auburns, Cords and Duesenbergs. An impressive research archives handles in excess of 1,000 research requests annually from around the globe.