

Faculti Summary

<https://staging.faculti.net/dream-car/>

This video video discusses the author's motivation and experience in writing a book about the Bricklin sports car, which was developed in New Brunswick in the 1970s by American entrepreneur Malcolm Bricklin. The author found Bricklin's story compelling and unique, as it highlights the only new car from a new company built in North America between the 1940s and the Tesla Roadster in 2008.

The author employed various research methodologies, utilizing extensive secondary literature, interviews, documentaries, and even cultural references like songs and films to examine the automotive landscape and its cultural implications. The book explores how automobility is intertwined with North American identity, capitalism, entrepreneurship, and societal shifts from the mid-20th century to today.

The narrative includes the background of Bricklin's venture, the government's financial support, and the ultimate failure of the company, drawing parallels to other failed automotive endeavors like the DeLorean. The author discusses broader themes such as industrial modernity, the impact of the automobile on sex, gender dynamics, and the environmental challenges posed by the industry.

Furthermore, the book uses the Bricklin as a lens to discuss how the automotive industry shapes social and economic landscapes, as well as its dual role as a driver of change and a source of significant societal issues, particularly regarding safety and environmental concerns. It highlights the automobile industry's historical significance and future challenges, particularly in transitioning to electric vehicles and addressing climate change.