



Company Overview

Claudio Ballard had one dream: to create, design and engineer a high performance luxury sports car made entirely on American soil. From this passion for automobiles and an unstoppable entrepreneurial spirit, ICONIC Motors was born. Established in 2005 and headquartered in Detroit, MI, ICONIC was created with the intention of bringing to the market automobiles that would be untouchable in comparison to other luxury vehicles.

After years of development and design with the top automotive engineers in the field, and using the latest in vehicle technology and materials, ICONIC Motors finally perfected its creation: the ICONIC AC Roadster™. Conveying the look and style of timeless classic roadsters, but infusing all of the modern innovation and engineering available, the super sports car is the first of its kind; high end luxury, American made parts and custom detailing. A compelling creation in the automotive world, the AC Roadster delivers in both its classic style and extraordinary performance.

ICONIC Motors' mission is to create vehicles that embody everything that an American made car should be: Classically designed, incomparable in quality and supremely powerful. Ballard continues to deliver on this message with his creation of a brand that is both timeless and distinctive.