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ENG 381

18 April 2021

Seven IMC Charisma Catches Fire Due A Known Design Flaw

Interstate Motor Company released its IMC Charisma sedan a year ago today.

Interstate Motor Company has enjoyed national and international success, but due to the recent car fires on seven of their vehicles, Interstate Motor Company has found themselves in hot water. In one of the seven fires, a family of three was injured and had to be hospitalized. To make matters worse the cause of the fires was due to a known design flaw in the IMC Charisma fuel system.

In the last several days Interstate Motor Company has recently released a statement sending condolences to the family that was injured and apologizing for the car fires and the fact that they knew about the design flaw. The company said they would like to, “send our condolences and well wishes to the family that was injured in the recent fire in one of our IMC Charisma sedans,” then later added, “We apologize for any inconvenience this may cause and will work tirelessly to get better”. While researching for this story Mr. Conrad Stevens, an investigator with the National Highway Traffic Safety Administration, was interviewed. He surmised, “It is without a shadow of a doubt that these fires were the result of a design flaw in the fuel system.” Roughly 125,000 IMC Charisma vehicles were sold in the last year. It is nothing short of miraculous that out of 125,000 vehicles only seven caught fire.

The Interstate Motor Company CEO, Mr. Malcom Striker, also gave a speech that detailed what happened and what the company is doing to correct the problem in their vehicles.

Mr. Striker said there is a vehicle recall being issued for their IMC Charisma and the company would be contacting vehicle owners to schedule repairs. He also said that this problem is only on the Charisma sedan, so no other vehicles are affected. The company also said they would provide owners with coupons for four free services on the fuel and lubrication systems as well as a complete tune-up on their vehicle. The company is doing what it can to show they are committed to favorably resolving this situation for all of their customers. In the days since the latest fire, the Interstate Motor Company has started to see a drop in vehicle sales as well as all of their consumer products. Even though it seems they are late to respond to the catastrophe, they are doing what they can to quickly put this behind them and move forward.

This situation is could have been resolved with very little attention; it seems that IMC has been working behind the scenes to correct the problem. When the seventh car fire IMC was forced to go public with everything and confront the problem head-on. Now they are working toward a solution to fix all of the IMC Charisma sedans sold in the last year, as well as a public image that was unblemished before this unfortunate situation. Now we will wait and see if they are successful with both.

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Reporter