

Car Fires at Interstate Motor Company

By Maggie Kerrins Feb. 14, 2021

Since the release of the Interstate Motor Company, or IMC, Charisma about a year ago, there have been seven confirmed car fires that destroyed the vehicles completely. While most of these incidents did not take any victims, one family of three has been hospitalized as the result of their vehicle's burning.

It seems that the cause of these fires is a flaw in the design of the fuel system of the vehicle. IMC has yet to comment on the situation to confirm the source of the fires, but Andrew Pike, head mechanic of Phoenix's largest auto shop, shares his expertise:

"The fires seem to be the result of a blatant design flaw of the fuel system of the car. This does seem like something that could be missed for a while, but I'm not surprised they caused the harm that they did."

The IMC Charisma is fairly new to the road, but it has seen great popularity in its time. The vehicle is IMC's first family sedan, specifically being marketed to the newest generation of parents. With the previously respectable reputation of IMC added to the car's initial great reviews, the Charisma seemed perfect until these recent incidents, which have come as a shock to IMC consumers and critics alike.

Damien Winters, known as the "Auto Expert," is the author of "America from the Backseat," an informational online guide to family vehicles. Earlier this year Winters wrote of the Charisma: "It has all of the safety and comfort needed from a family car while maintaining the 'cool factor' that is a major aspect of IMC's brand." After news of the flaw of the car, Winters has changed his tune: "It is disappointing to see such an established brand make such a poor mistake. My thoughts go out to all affected."

Interstate Motor Company has been around since 1962, and the company has seen significant success in the time since. IMC has seen both national and international recognition as a car manufacturer that makes top-quality vehicles.

Recently, sales and growth have slowed for the business, and at this point it is unclear if this is as a result of these incidents or simply the economy. It should also be noted that the company's image has also suffered as a result of social media backlash in the form of memes attacking the quality of IMC's products.

In 2004, IMC was in the news for a similar situation regarding the tires of their much-loved pickup truck. Owners of these vehicles were finding it impossible to add air to tires without breaking the valve. This issue as the result of a flaw was quickly fixed, and there was not much to be said or heard about it long after the release of the truck.

This example shows that IMC has been able to restore their reputation and the public's trust in their products before on a smaller-scale issue. Moving forward, IMC will likely have a press release to brief the public about the real source of the fires and what is to come from Interstate Motor Company.