

ICON Debuts Custom "Derelict" 1949 Hudson Coupe at Monterey Car Week

Supercharged LS9 Power Meets Alligator Upholstery

Notorious for pushing the envelope of automotive design and craftsmanship, Jonathan Ward publicly unveiled his latest Icon creation during Monterey Car Week. This newest "Derelict" follows the company ethos of combining a classic body in as-found condition with cutting-edge mechanical components and electronics.

"This project was built for a repeat client we love," Jonathan Ward says. "He has a ranch in Nashville and loves the local culture there. So, the idea was to build a car with some rockabilly spirit: a vehicle that was distinct, yet fit the vibe of Nashville. Together, we decided a 1949-1951 Hudson coupe would be just the right choice. As we have now built several vehicles for this client, and he understands my odd brain, he encouraged me to go for it, and I built every details as if the car were for me."

Ward continues, "My recent deep-dive hobby is traditional leather-craft. As a serial craftsman, I have explored many arts, and leather-craft really speaks to me. So, I infused that into this project, which features a very unique wild-caught alligator and calf leather interior, which I designed and dyed all by hand. It was a labor of love, with just the interior taking over 400 hours to realize!"

This barn-found Hudson was discovered in North Carolina. Icon then re-imagined it as a highly capable, modern daily-driver with a bit of rockabilly attitude. The foundation is custom-engineered Art Morrison subframe assemblies designed to integrate to the Hudson "Monobuilt" semi-unibody construction. The chassis was set up with fully adjustable 4-wheel independent suspension with Brembo brakes. GM LS9 power is delivered through the 4L85-E automatic transmission into the Art Morrison IRS with Dana 60 differential.

Interior textiles combine hand-dyed wild alligator with Moore & Giles leather. Other interior touches include German wool carpeting, removable floormats, a wool headliner, and alligator-trimmed wool sunvisors. The floorpan and underbody are coated in heat-cured polyurea to prevent corrosion and provide sound-deadening, bolstered by Dynamat and heat-shielding throughout.

Touch points combine original style with modern materials. The 16-inch steering wheel was custom-cast in translucent blue, to which Icon added the unrestored Hudson brightwork and horn ring. Original knob designs were executed by Icon in CNC aluminum, as was the dash brightwork but in a chromed finish. A modern Vintage Air HVAC system was added with Icon-machined stainless-steel controls with 3D-printed rear ducting assemblies. The original gauge faces were restored, and their mechanism were modernized to accept computer-controlled signals.

Tasteful LED lighting and a modern infotainment system are among the other highlights:

- Supercharged GM LS9 6.2L V-8, 638 HP @ 6,500 RPM/ 604 lb-ft @ 3,800 RPM
- Crafted cold-air intake, dyno-tuned
- ARE dry-sump oiling system, trunk-mounted tank
- Speartech engine harness
- Concept One A/C compressor relocation system
- Performance 4L85-E 4-Speed Automatic by Huntington Beach Transmissions
- ICON Brembo GT braking system
- Hydratech brake booster, Wilwood master cylinder, PSC remote reservoir

- Setrab heat-exchangers: steering, transmission, supercharger
- Griffin aluminum radiator
- Icon 18" forged billet aluminum wheels with original Hudson hubcaps
- Tilt steering column
- CNC aluminum knobs designed as original
- Electric parking brake, controlled by original handle mechanism
- Stainless fuel tank, full EVAP control system
- Hand-built body and forward wiring harnesses, Eaton Bussmann electrical fuse block
- Hidden audio controller, 4 Focal Elite 2-way speakers, single 10" subwoofer

Icon also displayed its incredible 1949 Mercury Coupe EV during Car Week.