

Atomic

Atomic is a tire company in San Andreas which also takes part in racing and other events. The company has it's iconic blimps that display the company's logo and tagline.

(photo from <https://gta.fandom.com/wiki/Atomic>)

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About Atomic



Photo from GTA

Fandom - Atomic

Atomic is an iconic [Los Santos](#) automaker renowned for handcrafted luxury vehicles and cutting-edge innovation. Founded in 1946 and recently acquired by Governor [Timothy Williams](#), Atomic seeks to reclaim its legacy prominence under dynamic new leadership.



Photo by S.Williams

Founding & Glory Days

Brothers and engineers Alden and Harris Atomic launched Atomic Motors in 1946 during Los Santos' postwar boom. Their custom-built sports cars were instant sensations among stars and tycoons. Limited production and high prices cemented Atomic's exclusive prestige.

The 1960s saw Atomic reach its zenith through bold aerodynamic styling, V8 power, and racing pedigree. Models like the Torpedo, Pinnacle, and Apollo came to define Atomic's emphasis on visceral performance experiences. Assembly remained concentrated at Atomic's Davis factory.

Decline

The 1970s oil crisis and competition from European and Japanese imports challenged Atomic. By the 1990s, an aging customer base and product line stalled sales. New leadership tried updating Atomic's image via mergers and outsourced manufacturing with mixed results.

Accumulated debts and ballooning pension obligations neared crisis levels by the early 2000s. Rumors of bankruptcy and closure clouded Atomic's future. However, a surprise takeover offer in 2023 from [Timothy Williams](#) provided an unexpected lifeline.

Williams' Vision

Leveraging his personal fortune, Governor Williams acquired Atomic, assuming the CEO role.