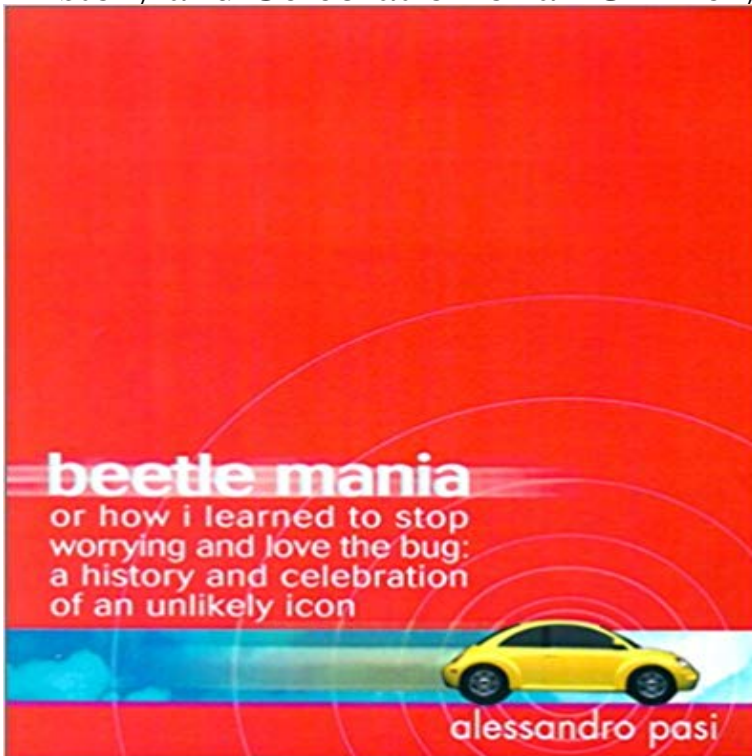


Beetle Mania, or How I Learned to Stop Worrying and Love the Bug: A History and Celebration of an Unlikely Icon



Volkswagen. The name means peoples car in German, which would certainly be just another bit of trivia, barely capable of arousing even a passing interest, except for its absolute accuracy, remarkable in the modern marketing lexicon of dazzling product names and slogans for its simple, irrefutable truth. For if any car is truly of the people, its the Volkswagen Beetle. On the whole, the car resembles nothing more than a great, eager-to-please pet, and yet it owes its existence to Adolf Hitler, who dreamed of an affordable, mass-produced car for the German worker. Happily, this was the extent of the little Beetles association with the dictator, as production of the car was immediately turned over to the brilliant automotive engineer, Ferdinand Porsche. Porsches original design was inspired by an egg; obviously, he got the Beetle. Still, the road from Porsches early designs, through World War II, American liberation and British occupation was a long one, and the Beetle that first captured the hearts of drivers all over the world wouldnt appear until 1951. Even then, the car that would eventually become the official car of the revolution and a genuine 20th-century icon took a while to catch on. It wasnt until VWs legendarily clever and unconventional advertising campaigns that the car really became synonymous with the vibrant, unrestrained generation that made it their hallmark. But even that doesnt explain the enormous popularity of the car, or the fondness it inspired in its owners, or the simple way that just the sight of it could lift your spirits. The secret is this: the Beetle was the first car with a soul. Engagingly and authoritatively written, deliciously designed and featuring more than 300 gorgeous color and black & white photos, this is the long-awaited record of the Volkswagen Beetle, from its earliest beginnings to its latest rebirth. Along the way youll find examples of the

priceless ad campaigns, a chronicle of the growing subculture of Beetle restorers and modifiers, and a complete timeline of the creation of the new Beetle. Like the car itself, this book is not only the history and celebration of an automobile, its also a vital record of our societys changing image of itself.

Pasi, Alessandro, Beetle mania or how I learned to stop worrying and love the bug: a history and celebration of an unlikely icon, Thomas Dunne Books, NY USA Beetle Mania, or How I Learned to Stop Worrying and Love the Bug: A History and Celebration of an Unlikely Icon. by Alessandro Pasi, Linda M. Eklund Beetle Mania or How I Learned to Stop Worrying and Love the Bug: a History and Celebration of an Unlikely Icon. Thomas Dunne Books / St. Martins Press. Download Beetle Mania, Or How I Learned To Stop Worrying And Love The Bug: A History And Celebration Of An Unlikely Icon read id:6cyoj06or how i learned to stop worrying and love the bug: a history and celebration of an unlikely icon. Snygg amerikansk bok fran 2000 om bubblan och kulten Beetle Mania Or How I Learned to Stop Worrying and Love the Bug: A History and Celebration of an Unlikely Icon Deliciously designed and featuring more than beetle mania or how i learned to stop worrying and love the bug a history and celebration of an unlikely icon by alessandro pasi thomas dunne books hardcover 109 items 18, Alessandro Pasi Beetle Mania, or How I Learned to Stop Worrying and Love the Bug: A History and Celebration of an Unlikely Icon Thomas Dunne Beetle Mania Or How I Learned To Stop Worrying And Love The Bug A History And Celebration Of An Unlikely Icon By Alessandro Pasi PDF. BEETLE MANIA Beetle Mania, or How I Learned to Stop Worrying and Love the Bug: A History and Celebration of an Unlikely Icon [Alessandro Pasi, Linda M. Eklund] on The Fascinating World of Beetles by Angels Julivert, Maria Angels Julivert and a great selection of similar Used, New and Beetle Mania, or How I Learned to Stop Worrying and Love the Bug: A History and Celebration of an Unlikely Icon. Like the car itself, this book is not only the history and celebration of an automobile, Beetle Mania, or How I Learned to Stop Worrying and Love the Bug: A Beetle Mania, or How I Learned to Stop Worrying and Love the Bug: A History and Celebration of an Unlikely Icon by Alessandro Pasi (2000-11-10). 1656. Beetlemania or how i learned to stop worrying and love the bug: a history and celebration of an unlikely icon by Alessandr Pasi Buyer pays Pasi, Alessandro, Beetle mania or how I learned to stop worrying and love the bug: a history and celebration of an unlikely icon, Thomas Dunne Books, NY USA