

The VW Beetle Story



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Reviews

*It is one of the best books. Better than ever, though I am quite late in starting to read this one. You won't feel monotony at any moment of the time (that's what catalogues are for regarding in the event you check with me).
(Dr. Kristin Dickens)*

THE VW BEETLE STORY



The History Press Ltd. Hardback. Book Condition: new. BRAND NEW, The VW Beetle Story, Giles Chapman, The KdF car, a German acronym for Strength Through Joy, was conceived by Adolf Hitler's Third Reich as a true German 'people's car'. There is precious little in the legacy of 1930s Nazi Germany that is positive, but after the Second World war - and with a little help from the British - the Volks Wagen really did help put the average man on the road in a car, designed by the great Ferdinand Porsche, that was reliable and well-built. First it set benchmarks for customer satisfaction across Europe, and sales soared. Then it arrived in North America and the slope-backed, rear-engined economy car became a cult hit. By the time the very last original Beetle was built in 2003, over 21m had been built, making it by a long chalk the best-selling single car model of all time. Although its concept is dated by modern standards, the Beetle magic is undimmed, which is why Volkswagen introduced an all-new, modern Beetle in 1998. It has carved out a niche as a distinctive and eye-catching car in a world of automotive clones.



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