



# Bug: The Strange Mutations of the World's Most Famous Automobile

*Phil Patton*

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## **Bug: The Strange Mutations of the World's Most Famous Automobile** Phil Patton

The in-depth history of a mass produced, affordable car that began in 1930's Germany and took over the world to become an icon The BUG story is of Nazi propoganda, brilliant innovations in automotive design, and of its strange and startling transformations into cultural icons as varied as Ken Kesey's magic bus, 'Herbie' in Disney's The Love Bug, and Charlie Manson's dune buggy...The Volkswagen was a project dear to Adolph Hitler's heart, and in his first public appearance as Chancellor, he promised a 'real car for the German people', a mass-produced car that would be as affordable as a motorcycle. But after the war, the Bug moved beyond Germany with a revolutionary advertising campaign and a huge potential market, becoming a phenomenal success. Phil Patton tells the fascinating story of how the Bug was designed and developed in the 1930s by the legendary German automotive designer, Ferdinand Porsche, and how it became an icon, wholly removed from its Nazi past. And in 1998, executives from Germany unveiled the New Beetle, whose only assembly plant is in Mexico. Patton shows how a whole new strategy was devised for the company - selling cars is show business.

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