



Beetlemania: The Story of the Car That Captured the Hearts of Millions

Kate McLeod

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Here is the first book to showcase the new Beetle since its advent. The Volkswagen Beetle is one of the world's most beloved automobiles. The very mention of its name evokes fond recollections, from that "first car" to a road trip from one's youth. Today's new Beetle is drawing crowds whenever it pulls into a parking lot, and is so popular that new owners include celebrities like Jerry Seinfeld, Cindy Crawford, and Arnold Schwarzenegger. Beetlemania explores our fascination with this lovable automobile icon, both past and present. In this graphic, colorful volume, author Kate McLeod shares the wealth of exciting inside information she collected from the Volkswagen company archives, including a rare interview with the Beetle's original designer. Filled with fascinating trivia and great four-color photography, both new and old, Beetlemania pays fond tribute to the Beetle in this fun, informative volume.

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