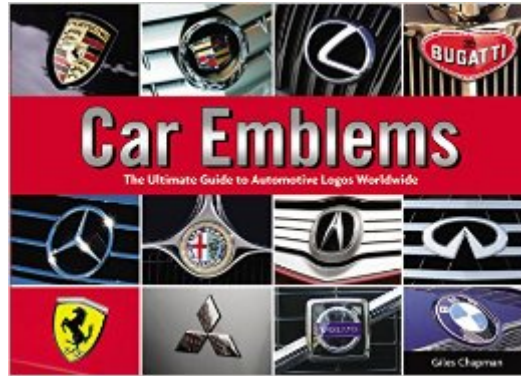


The book was found

# Car Emblems: The Ultimate Guide To Automotive Logos Worldwide



## Synopsis

With over 1,000 illustrations, this indispensable and entertaining book reveals the fascinating secrets behind the genesis and evolution of 125 car emblems from around the world, including every significant one currently in use and dozens more classic examples. Why is the logo for the Ferrari a galloping horse? What year did Jaguar begin displaying their namesake wild cat as the hood ornament? Inside Car Emblems, you will find the secrets to the origin of the emblems: where the emblem came from as well as its evolution through the years. Learn the development and meaning of every car logo worldwide with over 1,000 illustrations of classic as well as contemporary designs. Car Emblems is the reference book for every car lover, who can name all the emblems as they see them. From the blue and white checkered BMW pattern to the Ram head on the front of every Dodge RAM truck, car emblems give each make and model its identity and also tells us something of its history. The detailed illustrations give readers an inside look into the history of vehicles as well as the history of the manufacturers who create them. Car Emblems is an essential reference source for every car aficionado.

## Book Information

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## Customer Reviews

I did not find this book as informative as I would have liked. mainly because of small number of "mainstream" manufacturers covered. It's a nicely presented volume for what it is but for those of us more interested in the less than typical car emblems, I did not find it terribly useful. More pretty than in depth!

The first reviewer may have been a little harsh on this book. It wasn't really bad @ all. I rather enjoyed it. I learned quite a few new things. For those of an automotive bent the book is worth a few hours of your precious time. Some good information. After putting it down for a few hours to take care of life I was usually happy to pick it up again. Some marques I was not familiar with and some info on other marques that I did know of was educational. Pulitzer Prize material? Nope. Relatively entertaining, good read? Yep.

I purchased this book as a birthday present for my car-obsessed 4 year-old grandson and he really likes it--he says it's "cool". ^f

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