

# AUTOMOBILES

LEGENDARY MODELS  
OF HISTORY AND INNOVATION

SAVERIO VILLA



# AUTOMOBILES

LEGENDARY MODELS  
OF HISTORY AND INNOVATION



WHITE STAR PUBLISHERS  
VVS



Page 106 Courtesy of the Land Rover  
 Pages 106-107 Courtesy of the Land Rover  
 Page 108 Fotostudio Zumbrunn  
 Page 109 Ron Kimball/www.kimballstock.com  
 Pages 110-111 John Marian/Transtock/Corbis  
 Page 111 Courtesy of the Porsche AG Press Database  
 Pages 112-113 Fotostudio Zumbrunn  
 Page 113 Fotostudio Zumbrunn  
 Pages 114-115 Ron Kimball/  
 www.kimballstock.com  
 Pages 116-117 Courtesy of the Porsche AG Press Database  
 Page 117 Courtesy of the Porsche AG Press Database  
 Pages 118-119 Ron Kimball/  
 www.kimballstock.com  
 Pages 120-121 Ron Kimball/  
 www.kimballstock.com  
 Pages 122-123 top Courtesy of the Citroën Communication  
 Pages 122-123 bottom Fotostudio Zumbrunn  
 Page 124 Courtesy of the Citroën Communication  
 Page 124-125 Courtesy of the Citroën Communication  
 Page 125 Rue des Archives  
 Page 126 top Universal/TempSport/Corbis  
 Page 126 bottom Courtesy of the Pierre Forget/Citroën Communication  
 Page 127 Courtesy of the Citroën Communication  
 Page 128 Photoservice electa/AKG images  
 Page 129 Fotostudio Zumbrunn  
 Page 130 Courtesy of the Delpire/Citroën Communication  
 Pages 130-131 Courtesy of the C.D.S. Citroën  
 Page 131 Courtesy of the Delpire/Citroën Communication  
 Page 132 Claude Schwaetz/Rue des Archives  
 Page 133 Raymond Cauchetier/Rue des Archives  
 Page 134 Courtesy of the DMC/PUB/Editions/Citroën Communication  
 Page 134-135 Courtesy of the Citroën Communication  
 Pages 136-137 bottom Courtesy of the Bentley Motors UK Press  
 Page 138 FPG/Staff/Getty Images  
 Pages 138-139 Matthew Ward/Getty Images  
 Pages 140-141 Ron Kimball/  
 www.kimballstock.com  
 Pages 142-143 Ron Kimball/  
 www.kimballstock.com  
 Pages 144-145 top Ron Kimball/  
 www.kimballstock.com  
 Pages 144-145 bottom Ron Kimball/  
 www.kimballstock.com  
 Page 146-147 Ron Kimball/  
 www.kimballstock.com  
 Page 147 Bettmann/Corbis  
 Pages 148-149 Ron Kimball/  
 www.kimballstock.com  
 Page 149 Car Culture/Getty Images  
 Pages 150-151 Ron Kimball/  
 www.kimballstock.com  
 Pages 152-153 Ron Kimball/  
 www.kimballstock.com  
 Pages 154-155 Ron Kimball/  
 www.kimballstock.com  
 Pages 156-157 top Courtesy of the Daimler Global Media Site  
 Pages 156-157 bottom Ron Kimball/  
 www.kimballstock.com

Page 158 Courtesy of the Daimler Global Media Site  
 Pages 158-159 Courtesy of the Daimler Global Media Site  
 Pages 160-161 Photoservice Electa/AKG Images  
 Pages 162-163 top Courtesy of the Daimler Global Media Site  
 Pages 162-163 bottom Courtesy of the Daimler Global Media Site  
 Pages 164-165 Ron Kimball/  
 www.kimballstock.com  
 Page 166 Courtesy of the Daimler Global Media Site  
 Pages 166-167 Courtesy of the Daimler Global Media Site  
 Page 167 Courtesy of the Daimler Global Media Site  
 Page 168 top A3471 Boris Roessler/dpa/LaPresse  
 Page 168 bottom Courtesy of the Daimler Global Media Site  
 Pages 168-169 Courtesy of the Daimler Global Media Site  
 Page 169 Courtesy of the Daimler Global Media Site  
 Pages 170-171 Ron Kimball/  
 www.kimballstock.com  
 Pages 172-173 top Car Culture/Corbis  
 Pages 172-173 bottom Courtesy of the Trabant  
 Pages 174-175 Rainer Schmitz/Corbis  
 Page 175 Photoservice electa/AKG images  
 Page 176 Photoservice electa/AKG images  
 Page 177 Walter Bibikow/JAI/Corbis  
 Pages 178-179 Courtesy of the Trabant  
 Pages 179 top left, 177 top right Andreas Rentz/Getty Images  
 Page 179 bottom Courtesy of the Trabant  
 Pages 180-181 top BMW Group Archives  
 Pages 180-181 bottom BMW Group Archives  
 Page 182 BMW Group Archives  
 Pages 182-183 BMW Group Archives  
 Page 183 BMW Group Archives  
 Page 184 Bettmann/Corbis  
 Pages 184-185 BMW Group Archives  
 Pages 186-187 Transtock/Corbis  
 Pages 188-189 BMW Group Archives  
 Page 189 Ronald Grant Archive/Mary Evans Picture Library  
 Page 190 BMW Group Archives  
 Pages 190-191 BMW Group Archives  
 Pages 192-193 top Car Culture/Corbis  
 Pages 192-193 bottom Ron Kimball/  
 www.kimballstock.com  
 Page 194 Bettmann/Corbis  
 Pages 194-195 Ron Kimball/  
 www.kimballstock.com  
 Pages 196-197 Ron Kimball/  
 www.kimballstock.com  
 Pages 198-199 Ron Kimball/  
 www.kimballstock.com  
 Pages 200-201 top Courtesy of the Fiat AutoPress  
 Pages 200-201 bottom Fotostudio Zumbrunn  
 Page 202 top Courtesy of the Fiat AutoPress  
 Page 202 bottom Silvio Durante/LaPresse  
 Pages 202-203 Fotostudio Zumbrunn  
 Page 204 Courtesy of the Fiat AutoPress  
 Pages 204-205 Courtesy of the Fiat AutoPress  
 Page 205 Courtesy of the Fiat AutoPress  
 Page 206 Courtesy of the Fiat AutoPress  
 Pages 206-207 Courtesy of the Fiat AutoPress  
 Page 207 Courtesy of the Fiat AutoPress  
 Pages 208-209 top Ron Kimball/  
 www.kimballstock.com

Pages 208-209 bottom Ron Kimball/  
 www.kimballstock.com  
 Pages 210-211 Fotostudio Zumbrunn  
 Pages 212-213 Ron Kimball/  
 www.kimballstock.com  
 Pages 214-215 Ron Kimball/  
 www.kimballstock.com  
 Pages 216-217 top Courtesy of the Aston Martin Media  
 Pages 216-217 bottom Ron Kimball/  
 www.kimballstock.com  
 Page 218 top Bettmann/Corbis  
 Page 218 center Alain Benainous/Gamma/Eyedea Presse/Contrasto  
 Pages 218-219 Ron Kimball/  
 www.kimballstock.com  
 Page 220 Keystone/Hulton Archive/Getty Images  
 Pages 220-221 Ron Kimball/  
 www.kimballstock.com  
 Pages 222-223 Courtesy of the Aston Martin Media  
 Pages 224-225 Courtesy of the Aston Martin Media  
 Pages 226-227 Ron Kimball/  
 www.kimballstock.com  
 Pages 228-229 top David Kimber/Car Photo Library  
 Pages 228-229 bottom Courtesy of the BMW AG  
 Pages 230-231 David Kimber/Car Photo Library  
 Page 231 Courtesy of the BMW AG  
 Page 232 top Collection Cinéma/Photos12.com  
 Page 232 bottom Collection Cinéma/Photos12.com  
 Page 233 Hulton-Deutsch Collection/Corbis  
 Pages 234 center, 234 bottom left, 234 bottom right, 234-235, 235 left, 235 right Courtesy of the BMW AG  
 Pages 236 left, 236 right, 236-237, 237 Courtesy of the BMW AG  
 Pages 238-239 Courtesy of the BMW AG  
 Pages 240, 240-241, 241 Courtesy of the BMW AG  
 Pages 242-243 top Ron Kimball/  
 www.kimballstock.com  
 Pages 242-243 bottom Miquel Tres López/Agfotostock/Marka  
 Pages 244-245 Bruce Benedict/Transtock/Corbis  
 Pages 246-247 Miquel Tres López/Agfotostock/Marka  
 Page 247 Mary Evans Picture Library  
 Pages 248-249 Miquel Tres López/Agfotostock/Marka  
 Pages 250-251 eVox Productions LLC/Photolibrary Group  
 Pages 252-253 top, 252-253 bottom Ron Kimball/www.kimballstock.com  
 Page 254 Everett Collection/Contrasto  
 Pages 254-255 Ron Kimball/  
 www.kimballstock.com  
 Pages 256-257 Ron Kimball/  
 www.kimballstock.com  
 Pages 258-259 Ron Kimball/  
 www.kimballstock.com  
 Pages 260-261 top Ron Kimball/  
 www.kimballstock.com  
 Pages 260-261 bottom Courtesy of the Alfa Romeo Press  
 Pages 262-263 Michael Mahovlich/Masterfile/Sie  
 Page 263 Pininfarina S.p.A.  
 Pages 264-265 Courtesy of the Alfa Romeo Press

Pages 265 top, 265 center Courtesy of the Alfa Romeo Press  
 Pages 266-267 top, 266-267 bottom Ron Kimball/www.kimballstock.com  
 Pages 268-269 Ron Kimball/  
 www.kimballstock.com  
 Pages 270-271 Ron Kimball/  
 www.kimballstock.com  
 Pages 272-273 Ron Kimball/  
 www.kimballstock.com  
 Page 273 Archives du 7eme Arts/Photos12.com  
 Pages 274-275 top David Kimber/Car Photo Library  
 Pages 274-275 bottom Courtesy of the Italdesign Giugiaro S.p.A.  
 Page 276 Courtesy of the Italdesign Giugiaro S.p.A.  
 Page 277 Courtesy of the Italdesign Giugiaro S.p.A.  
 Pages 278-279 Courtesy of the Italdesign Giugiaro S.p.A.  
 Page 280 Wolfgang Von Brauchitsch/Bloomberg/Getty Images  
 Pages 280-281 David Kimber/Car Photo Library  
 Pages 282-283 Christian Charisius/Reuters/Contrasto  
 Page 283 Nigel Treblin/AFP/Getty Images  
 Page 288 Courtesy of the BMW AG



WS White Star Publishers® is a registered trademark property of Edizioni White Star s.r.l.

© 2010 Edizioni White Star s.r.l.  
 Via Candido Sassone, 24  
 13100 Vercelli, Italy  
 www.whitestar.it

Translation: Salvatore Cioffi  
 Editing: John Schaefer

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without written permission from the publisher.

ISBN 978-88-544-0570-7  
 1 2 3 4 5 6 14 13 12 11 10

Printed in China

# Contents

Introduction	8	Mercedes 300SL and SLS	156
Rolls-Royce Phantom	16	Trabant 601 and nT	172
Alfa Romeo 8C	32	BMW 507 and Z8	180
Chrysler Airflow and PT Cruyser	46	Ford Thunderbird	192
Fiat 500	56	Fiat 600 Multipla and Multipla	200
Volkswagen Beetle		Ferrari California	208
and New Beetle	70	Aston Martin DB5 and DB9	216
Jeep Willys and Wrangler	90	BMC Mini and BMW MINI	228
Land Rover from Type 1		Jaguar Mark 2 and S-Type	242
to Defender	100	Ford Mustang	252
Porsche 356 and 911	108	Alfa Romeo Spider	260
Citroën 2CV and C3	122	Chevrolet Camaro	266
Bentley Continental	136	Volkswagen Golf	274
Chevrolet Corvette	144	Biography and index	284





# AUTOMOBILES

LEGENDARY MODELS  
OF HISTORY AND INNOVATION



WHITE STAR PUBLISHERS







TEXT  
Saverio Villa

PROJECT EDITOR  
Valeria Manfredi De Fabianis

EDITORIAL COORDINATION  
Laura Accomazzo  
Giorgia Raineri

GRAPHIC DESIGN  
Maria Cucchi







# Contents

Introduction	8	Mercedes 300SL and SLS	156
Rolls-Royce Phantom	16	Trabant 601 and nT	172
Alfa Romeo 8C	32	BMW 507 and Z8	180
Chrysler Airflow and PT Cruyser	46	Ford Thunderbird	192
Fiat 500	56	Fiat 600 Multipla and Multipla	200
Volkswagen Beetle and New Beetle	70	Ferrari California	208
Jeep Willys and Wrangler	90	Aston Martin DB5 and DB9	216
Land Rover from Type I to Defender	100	BMC Mini and BMW MINI	228
Porsche 356 and 911	108	Jaguar Mark 2 and S-Type	242
Citroën 2CV and C3	122	Ford Mustang	252
Bentley Continental	136	Alfa Romeo Spider	260
Chevrolet Corvette	144	Chevrolet Camaro	266
		Volkswagen Golf	274
		Biography and index	284







# Introduction

Automotive technology continues to evolve by leaps and bounds. Today we can enjoy and benefit from innovations that only a few decades ago would have seemed like the fantasies of a mad scientist. But progress also means immense energy and financial investment to enhance research and promote development. This is why, in an increasingly aggressive and ruthless global market, car manufacturers are frantically seeking value for their money, the convergence of ideas, standardization, economies of scale and alliances. This financially responsible approach, however, inevitably leads to products that are blander and very similar.

Evening out the competitive landscape also helps standardize the inescapable laws of aerodynamics and ergonomics, plus the equally unavoidable regulations regarding emissions and safety, which demand convenient and cheap techniques that produce consistent results.

Thirty, forty, fifty years ago, these constraints did not exist. Industrial and economic logic was less pressing, leaving a lot of room for genius, imagination and taste.

The differences between one model and another, even among those belonging to the same class, could be seemingly infinite. This led to extraordinarily charismatic cars that jumped out from the crowd and created unique styles, imposed revolutionary concepts and ultimately earned a chapter in the history of the car and in the memories of fans.

Cars like the Fiat 500, the Alfa Romeo Duetto, the Volkswagen Beetle, the Mini and the Citroën 2CV are now legends and have become both a part of the culture of their time and icons for the brands they represent. Their myths – of reliability, elegance, sportiness, safety – have been used by carmakers to build up an image which, in many cases, was carried over to subsequent models.

But myths, as marketing strategists have long understood, must be maintained and cultivated through repetition – either ongoing or episodic, in winks, evocations and suggestions – provided this is in harmony with the changing needs of an automotive industry that now allows little freedom to maneuver.

Unlike the past, the technical differences be-

tween cars today are often blurred, making a strong link with a former glory a truly distinctive element, like an extra gear that drives sales and, at times, creates fads.

Cultivating this tradition can mean perpetuating a name and a philosophical point of view, as is the case for the Golf. Or it can mean simply maintaining and updating a style that's true to its beginnings, like Jeep, Land Rover and Porsche. There are also the loud and flashy comebacks which characterized the last decade. The New Beetle started this trend, followed closely by the BMW MINI and the new Fiat 500.

Cars that have stood the test of time with their original spirit intact are few and far between. To complete this book we have considered those that are the richest in meaning, with one goal – we wanted to tell good stories. Put simply, the stories that follow deserve to be known, both by the people who buy or have bought these cars and those who simply admire them.

After all, next to all the technology in your garage, there should be some space left for even a touch of meaning and history.

*1 The Beetle is probably the most easily recognizable car of all time. For this reason, Volkswagen saw fit to replicate it in 1998.*

*2-3 Aston Martin is one of the car manufacturers most tied to a constant stylistic concept. The shape of the grill on the Vanquish, produced from 2001 to 2007, and other modern models, for example, has only slightly evolved from the era of the 1950 DB2.*

*4-5 The first Ferrari California was one of the most desirable roadsters in the world, a status symbol that collectors go crazy for even today.*

*6-7 The size of the 1957 500 was much smaller and the mechanical base completely different, but today's version owes its success to the fact that it has faithfully recreated the original's design.*

*9 A view of early models of Rolls-Royce cars in the 1957. A radiator shaped like a Greek temple; a statue depicting the "Spirit of Ecstasy;" inspiration from the "Victory of Samothrace;" Rolls Royce has built an image around these since the beginning of the 20th century.*

*10-11 The Porsche 356 was born in 1948, its style conditioned and influenced by the experiments undertaken with the Volkswagen*

*Beetle. The Porsche style has since made its own name and is still recognizable in today's 911.*

*12-13 The fame of the 1962 American Chevrolet Corvette reached Europe thanks to the consistency of the mechanics and a manufacturing philosophy that has never betrayed its roots.*

*14-15 Ever since 1957, when Ferrari released its gem, California is a name that has captured the imagination of generations of sports car fans. Now it is also the name of the "small" 2008 offering from Maranello.*

















