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[Porsche Porsche High-Performance Driving Handbook Porsche 70 Years Porsche 356 The Porsche Book Porsche 911 \(Type 996\) Service Manual 1999, 2000, 2001, 2002, 2003, 2004 2005 101 Projects for Your Porsche Boxster Porsche Ladies Porsche 956 / 962 Owner's Workshop Manual 911 LoveRS Porsche - Origin of the Species Porsche Turbo 101 Projects for Your Porsche 911 996 and 997 1998-2008 Porsche Sounds Porsche 924/928/944/968 Managing Brands in 4D Gravel and Mud Porsche Milestones Porsche 911 Professor Porsche's Wars Porsche 959. Porsche 914, 914/6, 916 Porsche 996 The Essential Companion Porsche Unseen Porsche 928 Organizational Perception Management Porsche 911, 1965-1989 The New Strategic Brand Management The World's Worst Cars Badass Fastening Specifications Porsche 911 \(997\) Automobile Curves Turbo 3. 0 \(Publisher's Edition\) Encyclopedia of Major Marketing Campaigns Illustrated Buyer's Guide Porsche The Complete Book of Porsche 911 Ferdinand Porsche und der Volkswagen Porsche 75th Anniversary Design Is How It Works Rick Stein's Secret France](#)

Porsche 70 Years Aug 29 2022 This richly illustrated book offers a complete history of Porsche, Germany's premium sports-car maker. Porsche 70 Years focuses on engineering and design stories, while also paying homage to key players.

Fastening Specifications Porsche 911 (997) Automobile Mar 31 2020 This book covers fastener size, grade, assembly position and tightening torque for the complete Porsche 911 (997) automobile. Use this quick reference guide for mechanical component assembly. Exploded view diagrams along with assembly diagrams and torque specifications. Also included is a torque specification table by bolt grade, coating and size.

Porsche Milestones May 14 2021 Porsche's enduring influence on automobile history: from the legendary "ducktail" to the thrilling Panamera A book which is as dynamic as the brand: experts deepen knowledge, amateurs learn more

The World's Worst Cars Jun 02 2020 This text takes a detailed look at motoring mistakes - old and new - and asks questions like: why did they ever reach the showroom? What went wrong? Who bought these cars? Featuring 150 of the cars we love (and love to hate), this text celebrates the world's worst cars in all their flawed glory.

Porsche 75th Anniversary Aug 24 2019 Porsche 75th Anniversary: Expect the Unexpected covers the key moments, moves, and cars that make Porsche among the world's greatest and most storied auto manufacturers.

101 Projects for Your Porsche Boxster Apr 24 2022 Since its introduction in 1997, the Porsche Boxster has earned a reputation as one of the world's greatest sports cars, as well as a huge, loyal following of devoted drivers. This book is aimed at those owners of Boxsters who want to improve their machines while avoiding thousands of dollars in mechanic's costs. Clearly and simply written, with straightforward illustrations, this manual offers 101 projects to help you modify, maintain, and enhance your Porsche. Focusing on the 986 and 987 Boxster models, 101 Projects for Your Porsche Boxster presents all the necessary information, associated costs, and pitfalls to avoid when performing a wide array of projects. In a word, it makes owning a Porsche Boxster an unqualified thrill.

Porsche 911, 1965-1989 Aug 05 2020 Haynes disassembles every subject vehicle and documents every step with thorough instructions and clear photos. Haynes repair manuals are used by the pros, but written for the do-it-yourselfer.

Turbo 3. 0 (Publisher's Edition) Jan 28 2020 Carefully researched using the Porsche factory archives, private collections, period documentation and intensive study. In an attempt to cover everything an owner, restorer, historian or enthusiast would want to know about the dawn of Porsche's turbocharged supercar, the Turbo 3.0 book includes a considerable amount of material never before published. For example: comprehensive discussions of original options, close-up photos of key details, scenes from factory production, coverage of special one-off models and period motorsports. This exhaustive volume not only covers the privateer racing exploits of the 3.0-liter Turbo, but also the development of production-based turbocharged race cars by examining the Carrera RSR Turbo 2.14 and Turbo RSR 934/934.5. Additionally, it includes interviews with factory engineers, development drivers and racing pilots involved with the development of Porsche's original Turbo. This is the definitive book about Porsche's immortal 3.0-liter Turbo and it is essential reading for anyone who has ever owned, driven or simply lusted after the first supercar of the modern era.

Porsche 911 (Type 996) Service Manual 1999, 2000, 2001, 2002, 2003, 2004 2005 May 26 2022 The full-color Porsche 911 Carrera (Type 996) Service Manual: 1999-2005 is a comprehensive source of service information and specifications for Porsche 911 (Type 996) Coupe, Targa and Convertible models from 1999 to 2005. The aim throughout this manual has been simplicity and clarity, with practical explanations, step-by-step procedures and useful specifications. Whether you're a professional or a do-it-yourself Porsche owner, this manual will help you understand, care for and repair your Porsche. Engines covered: 1999-2001: 3.4 liter (M96.01, M96.02, M96.04) 2002-2005: 3.6 liter (M96.03) Transmissions covered: G96 (6-speed manual) A96 (5-speed automatic)

Porsche 996 The Essential Companion Dec 09 2020 Cars.

Porsche 356 Jul 28 2022 The 356 was the first Porsche model. The coupes and spyders were a great success throughout the

world and continued to be so throughout the model's life. The story of the Porsche 356, and the racing and rallying cars that sprang from it, is detailed in this text. Dimensions: 250 x 207

Porsche Ladies Mar 24 2022 Since the beginnings the Porsche brand, it has not only been men who accompanied and substantiated the automobile manufacturer's fame. This book devotes itself for the first time to the women who made an indelible impression on the Porsche name. From the exceptionally gifted race drivers Rita Rampinelli and Annie Bousquet and the legendary Porsche employee Evi Butz to artists like Janis Joplin or athletes like Martina Navratilova, this book invites the reader to partake in an exciting time travel through the concern's history: Contemporary photographs and documents tell the story of very special women and their Porsche sports cars. Published as part of the Edition Porsche Museum series. English and German text.

Gravel and Mud Jun 14 2021 An anthology of stories of football played on the gravel fields and in the ever present mud of Tasmania's west coast. Like the fluctuating fortunes of the nearby mining towns that dominate the remote West Coast, local football has had its ups and downs, but passion, pride and parochialism have combined to weave a tough and fascinating history.

Encyclopedia of Major Marketing Campaigns Dec 29 2019 An annual publication that profiles important marketing campaigns of the 20th century.

Porsche Unseen Nov 07 2020 Unbekannte Preziosen Wenn Autofirmen Studien und Prototypen zeigen, erlauben sie damit einen Blick hinter den Vorhang, eine Vision von dem, was kommt oder kommen könnte. Neben dem, was bei offiziellen Terminen und auf Messen gezeigt wird, gibt es aber eine überwältigende Menge von Entwürfen und Modellen, die der Öffentlichkeit aus verschiedensten Gründen verborgen bleiben. In diesem Buch wird das unmögliche möglich: ein Blick auf noch nie gesehene Porsche - Porsche Unseen. Stefan Bogner durfte exklusiv im Allerheiligsten des Porsche Designs fotografieren und beschert uns absolute Aha-Momente. Die Porsche-DNA ist in jedem der gezeigten Modelle erkennbar, die Ausführung aber so neu und zum Teil so unerwartet, dass man meint, in einem Paralleluniversum gelandet zu sein. Ein 1-Liter-Auto von Porsche? Ein coupéhafter 4-Sitzer mit 911-Zügen? Einzitzige Roadster mit dem Geist der 50er-Jahre? Das alles hat Stefan Bogner im Modell oder sogar fahrfertig vor der Linse gehabt. Die erhellenden Hintergründe hat Jan Baedeker im persönlichen Gespräch mit Designchef Michael Mauer notiert. Folgen Sie uns auf eine unvergleichliche Entdeckungsreise durch die Welt des Porsche Designs! Zweisprachig: Deutsch/Englisch Unknown valuables When car companies present studies and prototypes, they allow a glimpse behind the scenes, a vision of what will come or might come. Apart from what is shown on official events and at fairs, there is an overwhelming number of drafts and models, that remain hidden from the public for various reasons. This book achieves the impossible: a look at Porsche cars the public never laid eyes on - Porsche Unseen. Stefan Bogner was exclusively allowed to take pictures in the Porsche Design sanctum, aha-experiences guaranteed. The Porsche DNA is recognisable in any of the models shown, but the design is so new and unexpected that it suggests the existence of a parallel universe. A 1-litre Porsche? A coupé-like four seater with 911-looks? Single-seated roadsters with 50's flair? Stefan Bogner took photos of all of them - either as models or ready to drive. Jan Baedeker talked with Michael Mauer, Head of Design, and took down the enlightening background information. Join our extraordinary expedition of discovery through the world of Porsche Design!

Porsche 924/928/944/968 Aug 17 2021 The story of Porsche's front-engined, water-cooled transaxle cars, Porsche 924/928/944/968 contains interviews with several of Porsche's key engineers, designers and modellers who worked on the car in period. The book outlines the design processes and development work, detailing each model, and contains sections on the motor sport achievements of each model, as well as owners' views of their cars. This complete story of the Porsche transaxle cars will be of interest to all motoring enthusiasts and useful as a reference guide. Superbly illustrated with up to 300 colour photographs.

Organizational Perception Management Sep 05 2020 This book summarizes the research findings from the relatively new domain of study called "organizational perception management" (OPM). While perception management has been studied at the individual level since the 1960's, organization-level perception management was first examined in the 1980's in the context of corporate annual reports that focused on organizational standard and performance. Since then, empirical studies have expanded the domain of organizational perception management to include the management of organizational identities, as well as the strategic management of specialized organizational images for specific audiences. The goals of Organizational Perception Management are to: *summarize and organize this evolving literature to provide a complete and comprehensive definition of OPM events and tactics; *illustrate OPM events and tactics in specific, real-world contexts; and *identify a set of research themes that may stimulate further research on OPM. This text is grounded primarily in empirical research on OPM, including qualitative field research, and uses current research and case studies to illustrate the application and effectiveness of OPM in context. As such, it will appeal to students, scholars, and practitioners of organizational management.

Professor Porsche's Wars Mar 12 2021 **Endorsements: ** 'Fascinating and meticulously researched.' The Spectator 'The connection between weapons and industrial design is strong at Porsche. This is the subject of an engrossing new book, Professor Porsche's Wars.' Stephen Bayley, Octane 'Ludvigsen approaches the legend from a new and surprisingly rich angle -- the Professor's contributions to military ordnance, the design and production of which occupied him continuously throughout his long career. He produces a compelling tale of a prolifically talented engineer dedicated to innovation and perfection stubbornly battling against the often seemingly impossible constraints imposed upon him.' The Automobile 'Crammed with information, original photographs, illustrations and drawings, we reckon it's an essential addition to any military vehicle enthusiast's reference library.' Classic Military Vehicle Regarded as one of the great automotive engineers of

the twentieth century, Ferdinand Porsche is well remembered today for his remarkable automotive designs including the Volkswagen Beetle and Auto Union Grand Prix cars. Yet there is another side to his extraordinary career, for he was an equally inventive designer of military vehicles and machinery. In this field too he excelled. Indeed the sheer versatility of his contribution is astonishing. Karl Ludvigsen's study is the definitive guide. Karl Ludvigsen tells the complete story, detailing Porsche's relations with the Third Reich and the stream of advanced designs for which he was responsible. Among them were the Kubelwagen, the Schwimmwagen, the Type 100 Leopard tank, the controversial Ferdinand tank destroyer and the colossal Type 205 'Maus' tank. He also describes Porsche's creative work on aero engines, tank engines and even his company's manufacture of the V-1 flying bomb, for which he designed a turbojet engine.

Design Is How It Works Jul 24 2019 "It's not just what it looks like and feels like. Design is how it works."-Steve Jobs
There's a new race in business to embrace "design thinking." Yet most executives have no clue what to make of the recent buzz about design. It's rarely the subject of business retreats. It's not easily measurable. To many, design is simply a crapshoot. Drawing on interviews with top executives such as Virgin's Richard Branson and Nike's Mark Parker, Jay Greene illuminates the methods of companies that rely on design to stand out in their industries. From the experiences of those at companies from Porsche to REI to Lego, we learn that design isn't merely about style and form. The heart of design is rethinking the way products and services work for customers in real life. Greene explains how: -Porsche pit its designers against each other to create its bestselling Cayenne SUV -Clif listened intently to customers, resulting in the industry-changing Luna energy bar -OXO paid meticulous attention to the details, turned its LiquiSeal mug from an abysmal failure into one of its greatest successes -LEGO started saying no to its designers-saving its brick business in the process Greene shows how important it is to build a culture in which design is more than an after-the-fact concern-it's part of your company's DNA. Design matters at every stage of the process. It isn't easy, and it increases costs, but it also boosts profits, sometimes to a massive extent. In an increasingly competitive marketplace, design represents the best chance you have of transcending your competitors.

Badass May 02 2020 An exploration into why cars look the way they do through the eyes of noted collector Bruce Meyer and a dozen other automotive luminaries.

Porsche Turbo Nov 19 2021 Celebrate the rebirth of the world's most stunning high-performance automobile. Porsche made history when it brought turbocharging to the racing world in the form of the 917. When strict regulations regarding engine displacement took away the option of bigger engines, manufacturers turned to forced induction. In its wildest trim, the original 12-cylinder turbocharged Porsche racing engine yielded as much as 1,400 horsepower! Porsche's official philosophy was that racing cars must have a connection to street cars, so it was preordained that Porsche would eventually produce a turbocharged version of its air-cooled flat-six cylinder engine. The resulting 930 Turbo appeared in the spring of 1975 in Europe. Acceleration from 0 to 100 kilometers per hour took a scant 5.5 seconds, and its top speed was 155 miles per hour. The Turbo's distinctive rear wing let the world know that this was something very special. It was nothing less than the rebirth of the high-performance automobile. At a time when the big-block engines in America's so-called "muscle cars" were putting out 180 horsepower and the engines in exotic supercars weren't much more ambitious, the lightweight Porsche was a genuine rocket. Porsche Turbo: The Inside Story of Stuttgart's Turbocharged Road and Race Cars celebrates Porsche's five decades of turbocharged supercar performance, both on the track and on the street. It covers all of the major racing cars as well as the turbocharged street cars, including the 930, 935, 924, 944, 968, 911, and Cayenne Panamera. Don't let this one fly past you!

Porsche 956 / 962 Owner's Workshop Manual Feb 20 2022 Porsche 956 / 962 Owner's Workshop Manual is the latest addition to the "classic racing car" manual series, taking the series beyond ten titles, and complementing Ferrari 250 GTO, Ford GT40, Porsche 917, AC Cobra, and Ferrari 512. This highly produced manual extends coverage of iconic sports-racing cars. 2016 was the 30th anniversary of the Porsche 962's first Le Mans win (the 956 having won for the previous four years) in the hands of Derek Bell, Hans Stuck and Al Holbart.

Curves Feb 29 2020 Anyone who drives experiences limitations: the stress from other road users, constraints on motorway capacity and the relevant legislation, something that we mustn't forget if we're really keen on making headway. Curves, by contrast, is intended for people who look for happiness in seclusion, far away from other overstrained drivers or busy motorways. Curves: Northern Italy contains stunning pictures of mountain roads around Lombardy, Venetia and South Tyrol: Timmelsjoch, Stelvio Pass, Gaviapass, Passo di Croce Domini, Monte-Baldo-Hohenstrasse, Kaiserjagerstrasse, Manghenpass, Passo Rolle, Passo di Giau, Drei Zinnen, Passo di Falzarego, Passo di Fedaia, Sellajoch, Grodner Joch, Pordoijoch. In addition, Curves offers invaluable advice on hotels and restaurants along the way. Text in English and German."

The Complete Book of Porsche 911 Oct 26 2019 Porsche's fabled 911 represents the ultimate expression of Ferdinand Porsche's original vision of the perfect sports car. In *The Complete Book of Porsche 911*, author and photographer Randy Leffingwell provides a year-by-year overview of Stuttgart's most famous car, from the original 901 prototype to today's technologically advanced GT2 and GT3 derivatives and the latest 992-generation 911. Along the way, he highlights the racing, prototype, and limited-production cars—offering the most complete reference available to these top-tier sports cars. In this book, you'll find the air-cooled cars of 1963 to 1998, then the water-cooled 911s of 1998 to present day. With behind-the-scenes info on the evolution of this iconic sports car, this book offers the detail craved by Porsche enthusiasts. Illustrated throughout with images from Porsche's own historical archive and complemented by the author's stunning photos, along with detailed technical specification tables, *The Complete Book of Porsche 911* offers a thorough account of one of the most beloved enthusiast cars ever produced.

101 Projects for Your Porsche 911 996 and 997 1998-2008 Oct 19 2021 *DIV101 Projects for Your Porsche 911 996 and*

997 1998-2008 offers 101 step-by-step projects designed to help you save thousands by maintaining, modifying, and improving your late-model Porsche 911 in your own garage./div

Porsche - Origin of the Species Dec 21 2021 Within Jerry Seinfeld's renowned Porsche collection resides an unassuming yet extraordinary piece of Porsche history: Porsche Gmünd coupe 356/2-040. Captured exclusively for this book in a series of evocative portraits by acclaimed automotive photographer Michael Furman, 040s unsullied originality conveys with startling immediacy the combination of artistry, innovation and determination that went into its improbable creation. Porsche-Origin of the Species will appeal to all car enthusiasts who are eager to know what events really ignited the spark from which all other Porsches evolved

Porsche 911 Apr 12 2021 The thinking man's sports car: a symbol of the relentless desire for peak power and limitless performance. The Porsche 911 inspires a worldwide ripple effect. When Ferdinand Porsche could not find a sports car he liked, he decided to build one himself. And now, the rest is history: Jerry Seinfeld drives it; Boris Johnson admires it; Steve McQueen loves it; and Jeremy Clarkson hates it. The Porsche 911 moves the world. Despised by many in Germany as a set of wheels for fat cats, it is the favorite car of free spirits and intellectuals in the U.S. and across the globe. The Porsche 911 was not just invented by one of the most fascinating and controversial families - it is also a technical masterpiece. Since its launch in 1963, the 911 has built a reputation for itself as "the thinking man's sports car." Both a car and a cultural icon, it has earned a fan base that spans from young to old, East to West, connoisseur to enthusiast. Porsche 911: The Ultimate Sportscar as Cultural Icon explains how this German car became a global phenomenon and a symbol of aspiration, freedom, and the appetite for perfection, and even more, why, around the world, the 911 continues to fascinate gentlemen, ladies, and rogue drivers. In this book, Ulf Poschardt sends Porsche drivers to the shrink and concludes that a little narcissism can be a healthy thing; he then takes them on an engaging journey through the checkered history that defines their pride and joy. Not everyone can, nor indeed should, drive a Porsche, but Porsche 911: The Ultimate Sportscar as Cultural Icon lays bare the raw driving force behind the 911 for anyone intrepid enough to discover.

The New Strategic Brand Management Jul 04 2020 Adopted internationally by business schools, MBA programmes and marketing practitioners alike, The New Strategic Brand Management is simply the reference source for senior strategists, positioning professionals and postgraduate students. Over the years it has not only established a reputation as one of the leading works on brand strategy but also has become synonymous with the topic itself. The new edition builds on this impressive reputation and keeps the book at the forefront of strategic brand thinking. Revealing and explaining the latest techniques used by companies worldwide, author Jean-Noël Kapferer covers all the leading issues faced by the brand strategist today, supported by an array of international case studies. With both gravitas and intelligent insight, the book reveals new thinking on a wealth of topics including: brand architecture and diversity strategies; market adaptation approaches; positioning in the private label and store brand environment, and much, much more. Whether you work for an international company seeking to leverage maximum financial value for your brand, or whether you are looking for practical guidance on brand management itself, Kapferer's market-leading book is the one you should be reading to develop the most robust and watertight approach for your company.

The Porsche Book Jun 26 2022 This turbo-charged book, now available in a beautifully produced, small format edition, is an exciting thrill ride for all lovers of the Porsche experience. As you browse, you embark on a nostalgic, image-packed journey through the annals of high-performance motor engineering and design. The book's dynamic layout and design capture every element of these ultimate rides--power, freedom and speed. Captivated from the first glance, you will keep coming back for more! After a while, the book becomes like your own personal road movie as the sights and sounds come to life. Revel in innovative images of all the most famous Porsches--shot in glamorous locales across the globe.

Porsche 914, 914/6, 916 Jan 10 2021 The Porsche 911's little brother... In 1969 a very special sports car was born. The 914 rose from a marriage of convenience of Volkswagen and Porsche, because both companies wanted a small, modern and affordable sports car in their product range, but for little cost. Thus, it was decided to combine the skills of both manufacturers. The result was a light mid-engine sports car with a lively road performance and even 50 years after its launch, it pleases the eye with a fresh design. Back then it was often ridiculed as a 'housewife Porsche' or 'Volks-Porsche', but now, the 914 has come out of the shadow of its big brother the 911 and has a huge fan base; today it lives on in the Boxster and Cayman models. This volume includes: the result of thorough research in the Porsche and VW archives; rich photography; all technical data; development, production, model history and racing appearances.

Porsche Oct 31 2022

Managing Brands in 4D Jul 16 2021 The main value of this book is an organized and systematic approach to branding, supported by literature research, findings and practical implementation.

Porsche Sounds Sep 17 2021 Porsche, the legend. From the 356 Roadster to the striking 550 A Spyder, from the much sought-after 911 Carrera RS to the 911 Targa up to the latest 919 Hybrid. With a wealth of stunning photos and inspiring text this lavishly illustrated volume provides an insight into the fascinating history of premium motor engineering and outstanding design. Published in cooperation with the Historical Archives of Porsche AG it showcases the milestones and the most breath-taking moments in Porsche's history. Also the topic emotion doesn't come short: Audiophile automotive enthusiasts will find a CD with the original engine sounds of the most notable Porsche vehicles. As sexy as a 911 - book, audio-visual library and design piece all in one.

Porsche High-Performance Driving Handbook Sep 29 2022

Porsche 959. Feb 08 2021

911 LoveRS Jan 22 2022 -The first comprehensive homage to the Porsche R and RS models -From the first 911 R (1967)

through the varying RS models, to the latest 911 R (2016) -Includes interviews with enthusiasts, racing drivers and customers -Presents portraits of unique collectors' items and race histories -Celebrates the 50th Anniversary of the Porsche 911 R in 2017 Porsche's sporting elite - the 911 R - more performance, less weight. As the first comprehensive homage to the R and RS models, this is a must-have for all Porsche 911 lovers. At auctions they rack up premium prices, but the makers of the 911 R never intended to create objects of speculation for maximum profit. Their main concern was developing vehicles that would appeal to customers because of their uncompromising sportiness. The story begins 50 years ago, when the first Porsche 911 R achieved five new long-distance world records in Monza; and goes on to the latest 911 R - a car that is aware of its history, with racing stripes, houndstooth bucket seats, manual gear change, and a free-revving naturally aspirated engine. In between the first and the latest lie 50 years, numerous models, and a legion of fans.

Porsche 928 Oct 07 2020 A small investment in this book could save you a fortune. With the aid of this book's step-by-step expert guidance, you'll discover all you need to know about the 928 you want to buy. A unique point system will help you to place the car's value in relation to condition. This is an important investment-don't buy a car without this book's help.

Rick Stein's Secret France Jun 22 2019 Real French home cooking with all the recipes from Rick's new BBC Two series. Over fifty years ago Rick Stein first set foot in France. Now, he returns to the food and cooking he loves the most ... and makes us fall in love with French food all over again. Rick's meandering quest through the byways and back roads of rural France sees him pick up inspiration from Normandy to Provence. With characteristic passion and joie de vivre, Rick serves up incredible recipes: chicken stuffed with mushrooms and Comté, grilled bream with aioli from the Languedoc coast, a duck liver parfait bursting with flavour, and a recipe for the most perfect raspberry tart plus much, much more. Simple fare, wonderful ingredients, all perfectly assembled; Rick finds the true essence of a food so universally loved, and far easier to recreate than you think.

Illustrated Buyer's Guide Porsche Nov 27 2019 The Illustrated Buyer's Guide Porsche provides enthusiasts with information and insight helpful to identifying desirable models and avoiding problems as they search for their ideal Porsche. Adding new material and revising previous information, this book covers all the Porsche models through 2010, including the last of the air-cooled 911s, the water-cooled 911s, Cayenne, Cayman, Boxster, and Panamera.

Ferdinand Porsche und der Volkswagen Sep 25 2019 The development of the Volkswagen Beetle was a central achievement in the early history of the Porsche Company. In January 1934, Ferdinand Porsche wrote an exposé regarding the construction of a German people's car that would have a lasting effect on automotive history. The inexpensive compact automobile would become the symbol and icon of mass motorisation. The Volkswagen, also lovingly known as the VW Beetle, was one of the most popular automobiles in the world. And it was also a leader in terms of production duration and quantity. It was first discontinued in July 2003 when the last Volkswagen left the assembly line in Mexico. With 21.5 million cars, the VW Beetle is by far one of the most-built automobiles in the world. This book is a comprehensive documentation of the history of the VW Beetle's development, containing largely unpublished pictorial and documentary material from the holdings of the Porsche archive. Published as part of the collectible series of books in the Edition Porsche Museum. English and German text.