



100 Years of Automotive Ads

TASCHEN'S new book *Twentieth Century Classic Cars: 100 Years of Automotive Ads* is a fantastic compilation of automotive adverts from the Model T Ford until the end of the 20th century, representing a 490-page decade-by-decade visual history of the automobile, illustrated by more than 500 print advertisements from the Jim Heimann Collection.

With introductory and chapter text by *New York Times* automotive writer Phil Patton, as well as an illustrated timeline and sidebars, this volume highlights the technological innovations, major manufacturers and dealers, influential historical events, and the influence of popular culture on car design. Included among its pages are original adverts for the classic Beetle, Golf, Scirocco and New Beetle as well as various Audi and Porsche models. Hardcover, 23.8 x 30.2 cm, 490 pages, it is priced at £24.99 and available from all good bookstores, or log on at www.taschen.com for more details.

