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The Automotive Market and its Contributions to the American Illusions

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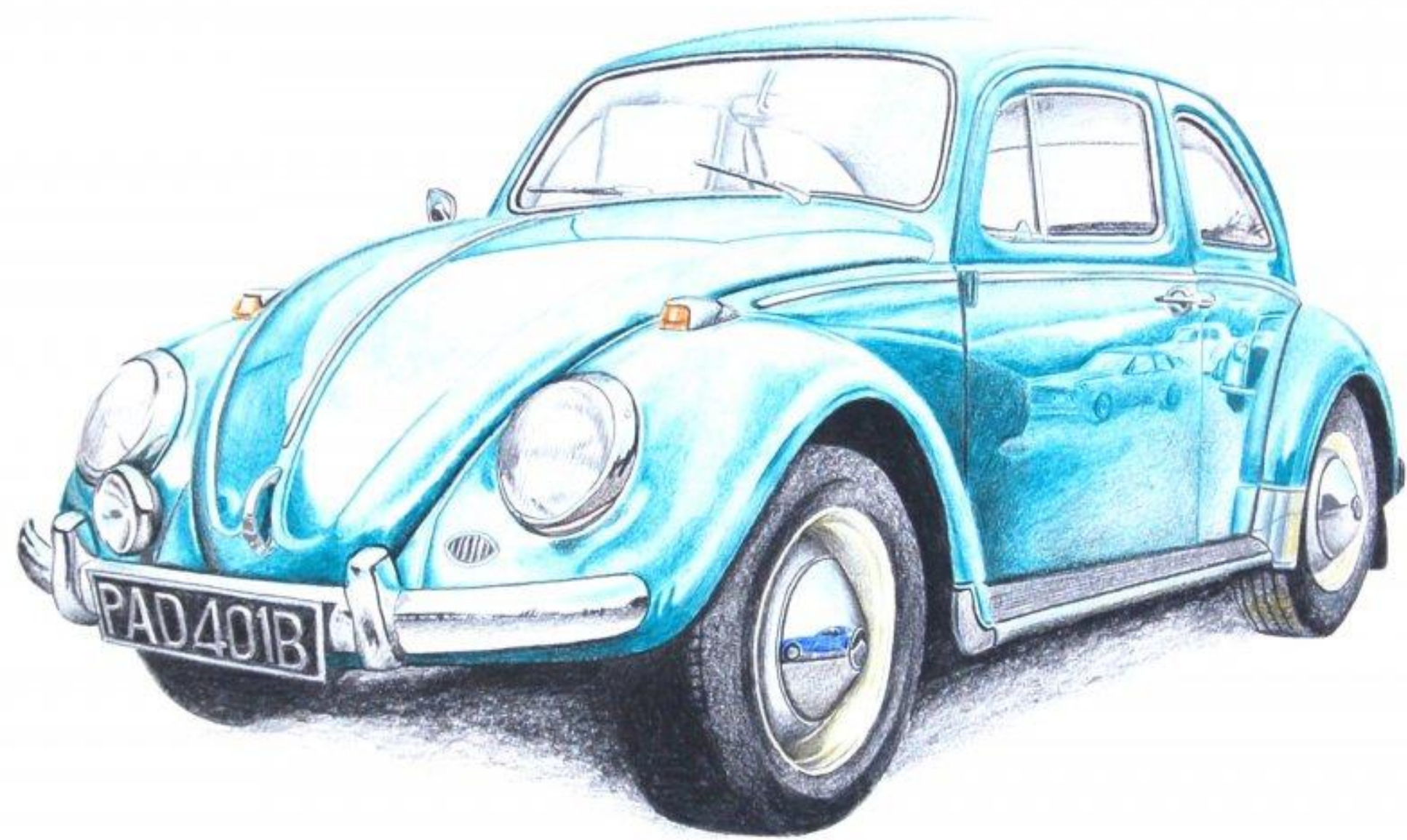
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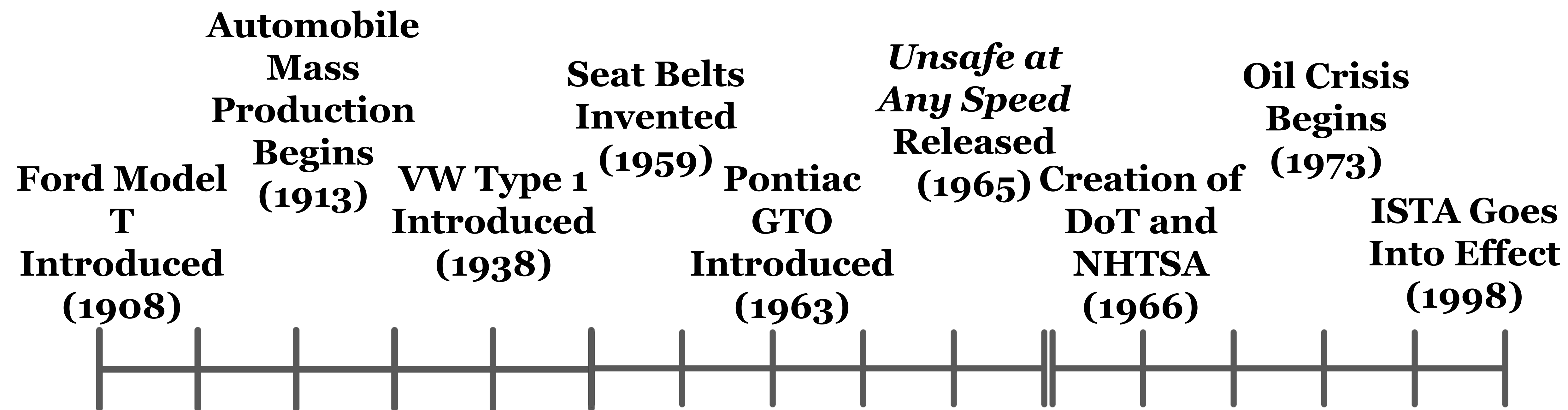
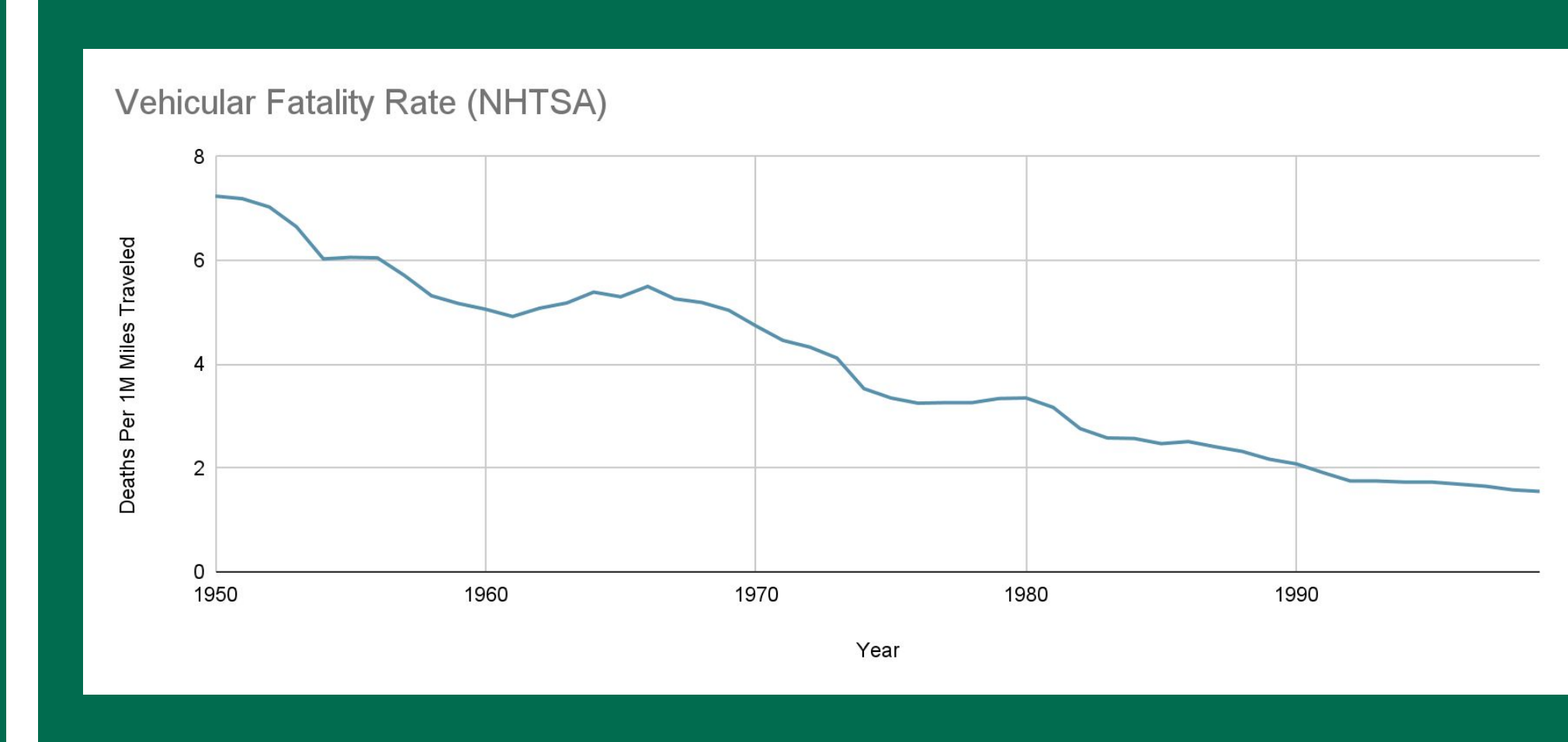
AUTOMOBILES AND CAPITALISM

In a world driven by capitalism, the automotive industry has managed to exemplify everything that every industry wants: commodifying identity through image.



America's Automotive Industry and the American Illusion

SAFETY: WORTH NICKELS AND DIMES, WHEN THE GOVERNMENT ASKS



A Brief Timeline of Significant 20th Century Automotive Events

THE AMERICAN ILLUSION

The term “American Dream” invokes plenty of different ideals for different people, but the aim of the automotive industry was to tie a product in with that idea. In this case: a luxurious personal mode of transportation.

“The 1963 Corvair...One of the few cars I know that can do the Bossa Nova on dry pavement and watusi on the wet.”
- **Ralph Nader**



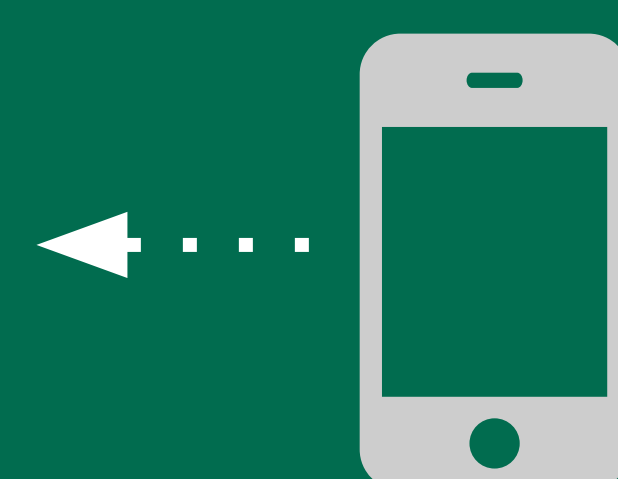
A rolled Chevrolet Corvair.

THE 20TH CENTURY

The most quickly advancing period of time in human history functions perfectly to show how, where, and why the industry developed in the way it did, from the Ford Model T to the Dodge Viper. Every trend, every war, every crisis molded how the public thought about transportation.

REFERENCES

Crandall, Quirk, Lassa, Fitzgerald, Golden, Taylor, Conwill, Clark, Frazer, Oldham, Tannert,



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