



The African Telatelist

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History of the Automobile - 2 (W.Stobrawe)

Pre-WWII era



Ford V-8 (Model B)



Rolls-Royce Phantom III



Citroën Traction Avant



Volkswagen Beetle



Above: Phonecard from Estonia

The pre-war part of the classic era began with the Great Depression in 1930, and ended with the recovery after World War II, commonly placed at 1946. It was in this period that integrated fenders and fully closed bodies began to dominate sales, with the new saloon/sedan body style even incorporating a trunk or boot at the rear for storage. The old open-top runabouts, phaetons, and touring cars were phased out by the end of the classic era as wings, running boards, and headlights were gradually integrated with the body of the car.

By the 1930s, most of the mechanical technology used in today's automobiles had been invented, although some things were later "re-invented", and credited to someone else. For example, front-wheel drive was re-introduced by André Citroën with the launch of the *Traction Avant* in 1934, though it had appeared several years earlier in road cars made by Alvis and Cord, and in racing cars by Miller (and may have appeared as early as 1897). In the same vein, independent suspension was originally conceived by Amédée Bollée in 1873, but not put in production until appearing on the low-volume Mercedes-Benz 380 in 1933, which prodded American makers to use it more widely. In 1930, the number of auto manufacturers declined sharply as the industry consolidated and matured, thanks in part to the effects of the Great Depression.

Exemplary pre-war automobiles

- 1932–1939 Alvis Speed 20 — the first with all-synchromesh gearbox
- 1932–1948 Ford V-8 (Model B) — introduction of the flathead V8 in mainstream vehicles
- 1934–1938 Tatra 77 — first serial-produced car with aero dynamical design
- 1934–1940 Bugatti Type 57 — a singular refined automobile for the wealthy
- 1934–1956 Citroën Traction Avant — the first mass-produced front-wheel drive car, built with monocoque chassis
- 1936–1955 MG T series — sports cars



Above: Phonecard from Singapore

- 1938–2003 Volkswagen Beetle — a design that was produced for over 60 years with over 20 million units assembled in several countries
- 1936–1939 Rolls-Royce Phantom III — V12 engine

Post-war era



1946 GAZ-M20 Pobeda one of the first mass-produced cars with ponton design



1953 Morris Minor Series II



1947 Standard Vanguard ponton styled car in 1954 version as station wagon (break)



1954 Plymouth Savoy Station Wagon, one of the first U.S. all-metal station wagons



1974 Citroën DS

Since World War II automobile design experienced the total revolution changes to ponton style (without a non-compact ledge elements), one of the first representatives of that were the Soviet GAZ-M20 Pobeda (1946), British Standard Vanguard (1947), U.S. Studebaker Champion and Kaiser (1946), as well as the low-production Czech luxury Tatra T600 Tatraplan (1946) and the Italian Cisitalia 220 sports car (1947).

Automobile design and production finally emerged from the military orientation and other shadow of war in 1949, the year that in the United States saw the introduction of high-

compression V8 engines and modern bodies from General Motors' Oldsmobile and Cadillac brands. Hudson introduced the "step-down" design with the 1948 Commodore, which placed the passenger compartment down inside the perimeter of the frame and was one of the first new-design postwar cars made. The unibody/strut-suspended 1951 Ford Consul joined the 1948 Morris Minor and 1949 Rover P4 in the automobile market in the United Kingdom. In Italy, Enzo Ferrari was beginning his 250 series, just as Lancia introduced the revolutionary V-6 powered Aurelia.

Throughout the 1950s, engine power and vehicle speeds rose, designs became more integrated and artful, and automobiles were marketed internationally. Alec Issigonis' Mini and Fiat's 500 diminutive cars were introduced in Europe, while the similar kei car class became popular Japan. The Volkswagen Beetle continued production after Hitler and began exports to other nations, including the U.S. At the same time, Nash introduced the Nash Rambler, the first successful modern compact car made in the U.S., while the standard models produced by the "Big Three" domestic automakers grew ever larger in size, featured increasing amounts of chrome trim, and luxury was exemplified by the Cadillac Eldorado Brougham. The markets in Europe expanded with new small-sized automobiles, as well as expensive grand tourers (GT), like the Ferrari America.

The market changed in the 1960s, as the U.S. "Big Three" automakers began facing competition from imported cars, the European makers adopted advanced technologies, and Japan emerged as a car-producing nation. The success American Motors' compact-sized Rambler models spurred GM and Ford to introduce their own downsized cars in 1960. Performance engines became a focus of marketing by U.S. automakers, exemplified by the era's muscle cars. In 1964, the Ford Mustang developed a new market segment, the pony car. New models to compete with the Mustang included the Chevrolet Camaro, AMC Javelin, and Plymouth Barracuda. Captive imports and badge engineering increased in the U.S. and the UK as amalgamated groups such as the British Motor Corporation consolidated the market. BMC's space-saving Mini, which first appeared in 1959, became popular and were marketed under the Austin and Morris names, until Mini became a marque in its own right in 1969. Competition increased, with Studebaker, a pioneering automaker, shutting down as the trend for consolidation reached Italy where niche makers like Maserati, Ferrari

and Lancia were acquired by larger companies. By the end of the decade, the number of automobile marques had been greatly reduced.

Technology developments included the widespread use of independent suspensions, wider application of fuel injection, and an increasing focus on safety in automotive design. Innovations during the 1960s included NSU's Wankel engine, the gas turbine, and the turbocharger. Of these, only the last, pioneered by General Motors, and incorporated by BMW and Saab, but later saw mass-market use during the 1980s by Chrysler. Mazda focused on developing its Wankel engine, which had problems in longevity, emissions, and fuel economy. Other Wankel licensees, including Mercedes-Benz and GM, never put their designs into production because of engineering and manufacturing problems, as well as the lessons from the 1973 oil crisis.

The 1970s were turbulent years for automakers and buyers with major events reshaping the industry such as the 1973 oil crisis, stricter automobile emissions control and safety requirements, increasing exports by the Japanese and European automakers, as well as growth in inflation and the stagnant economic conditions in many nations. Smaller-sized grew in popularity. The U.S. saw the establishment of the subcompact segment with the introduction of the AMC Gremlin, followed by the Chevrolet Vega and Ford Pinto. The station wagons (estate, break, kombi, universal) body design was popular, as well as increasing sales of non-commercial all-wheel drive off-road vehicles.

To the end of the 20th century, the U.S. Big Three (GM, Ford, and Chrysler) partially lost their leading position, Japan became for a while the world's leader of car production and cars began to be mass manufactured in new Asian, East European, and other countries.

Notable exemplary post-war cars

- 1946–1958 GAZ-M20 Pobeda — Soviet car with full ponton design
- 1947–1958 Standard Vanguard — British mass-market car with full ponton design
- 1948–1971 Morris Minor – an early post-war car exported around the world
- 1953–1971 Chevrolet Bel Air and 1953–2002 Cadillac Eldorado Brougham – first generations were representative of tailfin design

- 1955–1976 Citroën DS — aerodynamic design and innovative technology, awarded third place as Car of the 20th Century
- 1959–2000 Mini — a radical and innovative small car that was manufactured for four decades; awarded second place as Car of the 20th Century
- 1961–1975 Jaguar E-type — a classic sports car design
- 1963–1989 Porsche 911 — a sports car was awarded fifth place as Car of the 20th Century
- 1964–present Ford Mustang — the pony car that became one of the best-selling cars of the era
- 1966–end of the 20th century Fiat 124 — an Italian car that was produced under license in many other countries including the Soviet Union
- 1967 NSU Ro 80 — the basic wedge profile of this design was emulated in subsequent decades, unlike its Wankel engine
- 1969 Datsun 240Z — Japanese sports car

Modern era



A 2011 Toyota Corolla, one of the world's best-selling models

The modern era is normally defined as the 25 years preceding the current year. However, there are some technical and design aspects that differentiate modern cars from antiques. The modern era has been one of increasing standardisation, platform sharing, and computer-aided design.

Some particular contemporary developments are the proliferation of front- and all-wheel drive, the adoption of the diesel engine, and the ubiquity of fuel injection. Most modern passenger cars are front-wheel-drive monocoque/unibody designs, with transversely mounted engines.

Body styles have changed as well in the modern era. Three types, the hatchback, sedan, and sport utility vehicle, dominate today's market. All originally emphasised practicality, but have mutated into today's high-powered luxury crossover SUV, sports wagon, two-volume Large MPV. The rise of pickup trucks in the United States, and SUVs worldwide, has changed the face of motoring, with these "trucks" coming to command more than half of the world automobile market. There was also the introduction of MPV class (smaller non-commercial passenger mini vans), among the first of which were the French Renault Espace and the Chrysler minivan versions in the U.S.

The modern era has also seen rapidly rising fuel efficiency and engine output. The automobile emissions concerns have been eased with computerised engine management systems.

The economic crisis of 2008 cut almost a third of light vehicle sales from Chrysler, Toyota, Ford, and Nissan. It also subtracted about a fourth of Honda's sales and about a seventh of sales from General Motors.

Since 2009, China has become the world's leading car manufacturer with production greater than Japan, the United States, and all of Europe. Besides large growth of car production in Asian and other countries, there has been growth in transnational corporate groups, the production of transnational automobiles sharing the same platforms, as well as badge engineering or re-badging to suit different markets and consumer segments.

Since the end of the 20th century, several award competitions of cars and trucks have become widely known, such as European Car of the Year, Car of the Year Japan, North American Car of the Year, World Car of the Year, Truck of the Year, and International Car of the Year, so that vehicles of different classes, producers, and countries win alternately. Also, Car of the Century awards were held, in which in the US the Ford Model T was named as most influential car of the 20th century.

Exemplary modern cars

- 1966–present Toyota Corolla — a Japanese saloon/sedan that has become the best-selling car of all time
- 1966-1992 Oldsmobile Toronado — Introduced electronic anti-lock braking system and airbag
- 1973–present Mercedes-Benz S-Class — Seat belt pretensioner, and electronic traction control system

- 1975–present BMW 3 Series – the 3 Series has been on Car and Driver magazine's annual Ten Best list 17 times
- 1977–present Honda Accord saloon/sedan — a Japanese sedan that became popular in the U.S.
- 1983–present Chrysler minivans – the two-box minivan design nearly pushed the station wagon out of the market
- 1984–present Renault Espace — first mass one-volume car of non-commercial MPV class
- 1986–present Ford Taurus — this mid-sized front-wheel drive sedan dominated the U.S. market in the late-1980s
- 1997–present Toyota Prius, launched in the Japanese market and has now become the best known hybrid electric vehicle
- 1998–present Ford Focus — one of the most popular hatchbacks and Ford's best selling world car
- 2008–present Tata Nano — an inexpensive (INR100,000, ≈ \$2200), rear-engined, four-passenger city car aimed primarily at the Indian domestic market
- 2008-2012 Tesla Roadster — first highway-capable all-electric vehicle in serial production for sale in the U.S. in the modern era
- 2010–present, Nissan Leaf and Chevrolet Volt — all-electric car and plug-in hybrid correspondingly, launched in the U.S. and Japanese markets becoming the first mass production vehicles of their kind
- 2014-present Volkswagen/Audi - first permitted autonomous vehicle

There are so many Countries which produced images of automobiles: Some phonecards representing Automobiles are depicted below:-





