

Process Book

Seday Abraham

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GRDS 329

Winter 2018

Research

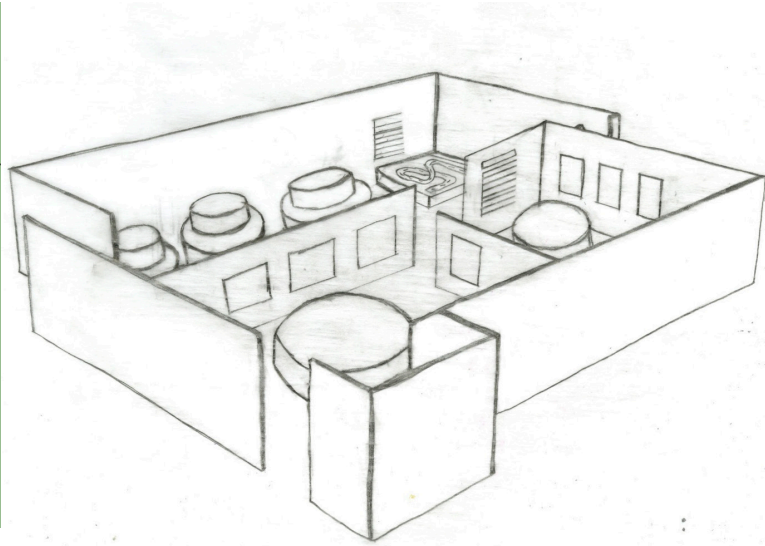
The Volkswagen Beetle began where many people would not expect today. The original sketches for the VW Beetle came from Adolf Hitler. It specifically came from Hitler's Third Reich called Strength Through Joy (Kraft durch Freude). The Beetle, which was first known as the KdF, was meant to attract the German people to an affordable car for the working families. Hitler intended people who couldn't pay for the cars pay into a savings program where they would get their car at the final payment. In 1935 Hitler commissioned Austrian-born engineer Ferdinand Porsche to start the design of an inexpensive and mass produced car. Production on the Volkswagen began in 1938 in present day Wolfsburg, Germany. It is said that the original design for the VW Beetle was stolen by Hitler from a Jewish engineer. Josef Ganz apparently had his prototype at a 1933 car show and Hitler was present.

The name of the car that Ganz designed was named Maikäfer which translates to May Bug. Ganz's style had more of a tubular back was also designed to have the engine in the back of the car. In 1935 Ganz's car magazine was shut down and his prototype went missing. And that same year Hitler presented his sketches to Porsche. There was also a similar car design with the Czech Republic company Tatra. Lead designer Hans Ledwinka launched a lawsuit against Hitler for stealing his designs. However the lawsuit was halted until after the war. And eventually Hitler had to pay 752 thousand dollars which would be equivalent today as 5.7 million. The car was meant to have a top speed of 62 mph, 42 miles per gallon, have an air cooled engine, and be able to hold two adults and 3 children.

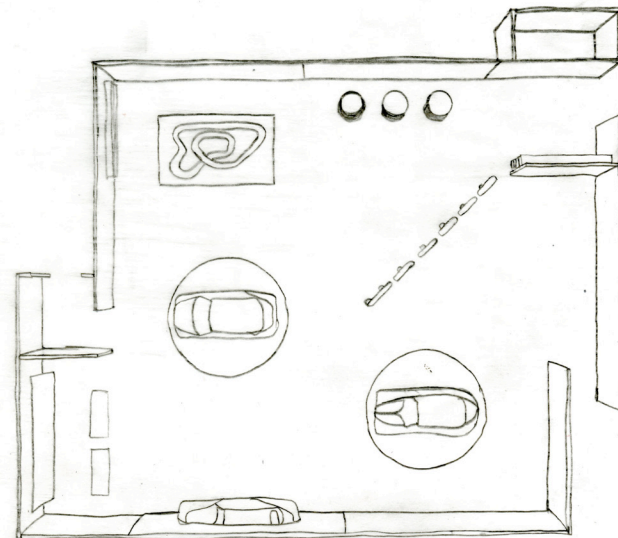
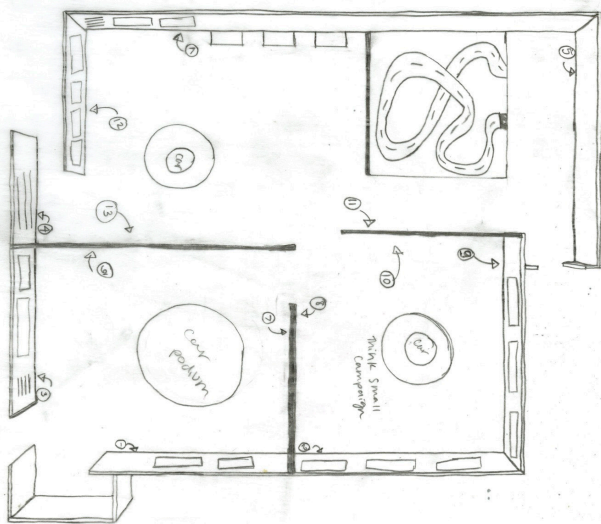
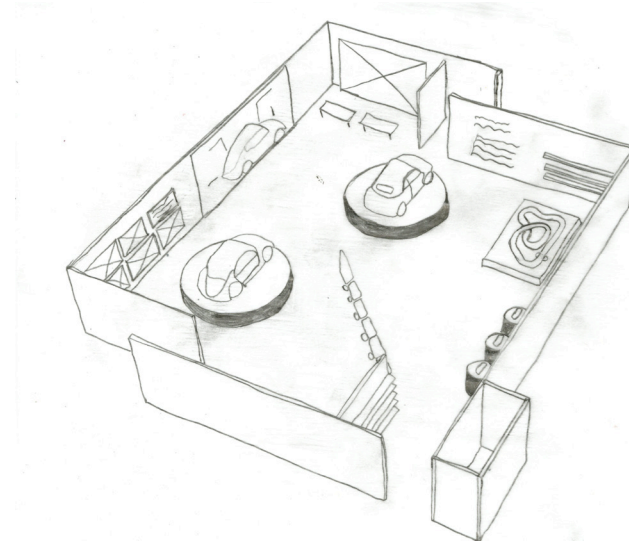
It was marked to sell at £86 to be affordable to the average working home. However, due to World War II starting production of the car had to stop in order to aid the military in producing weapons and aircrafts. In the late 1940s after the end of WWII the Volkswagen was then in the control of the British Occupation Forces who sent British Army Officer Major Ivan Hirst to oversee production. In 1948 the new director, Heinz Nordhoff, helped the VW car take off and by 1955 one million VW cars were on the roads of Germany.

Aerial and Isometric Sketches

Original

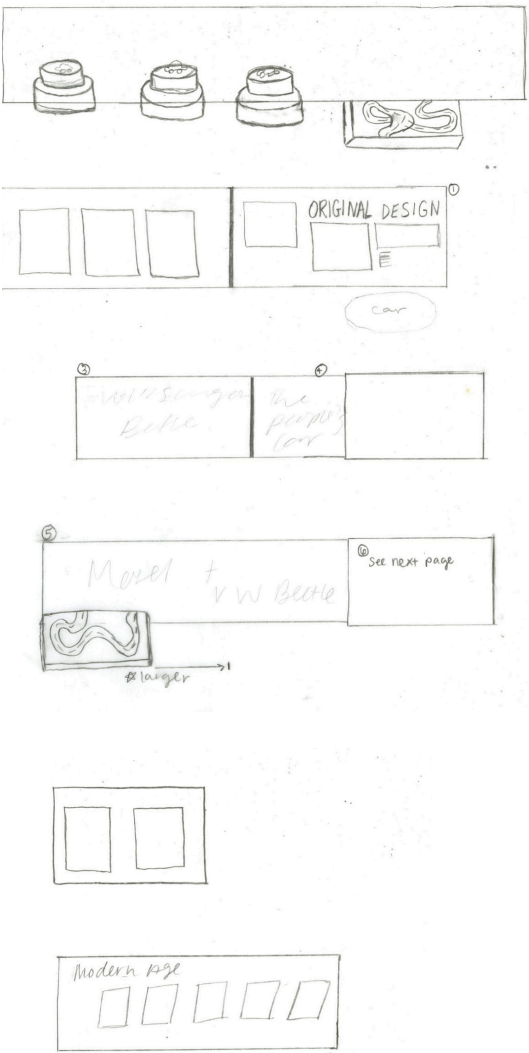


Revised

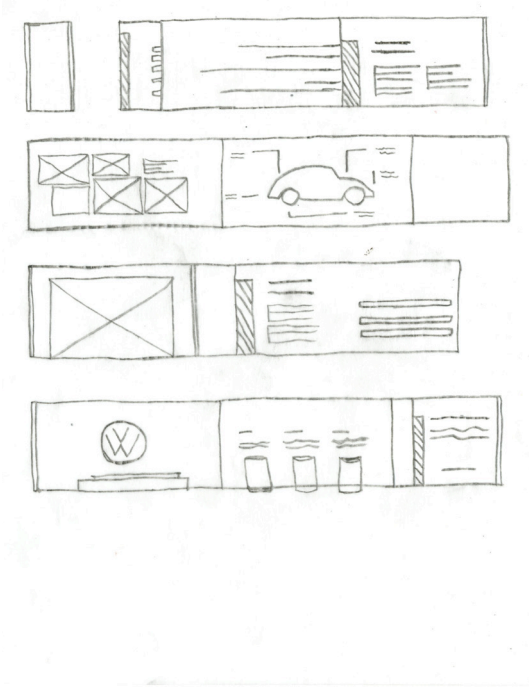


Elevation Sketches

Original

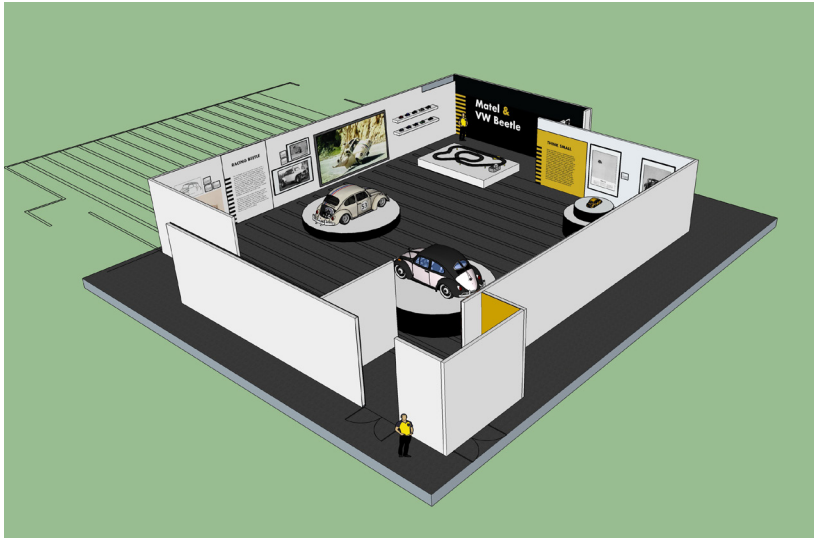


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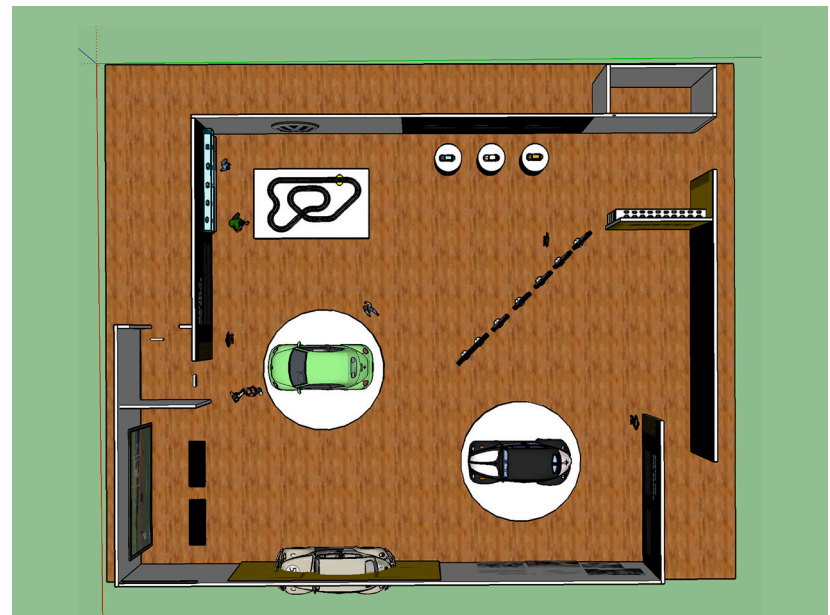
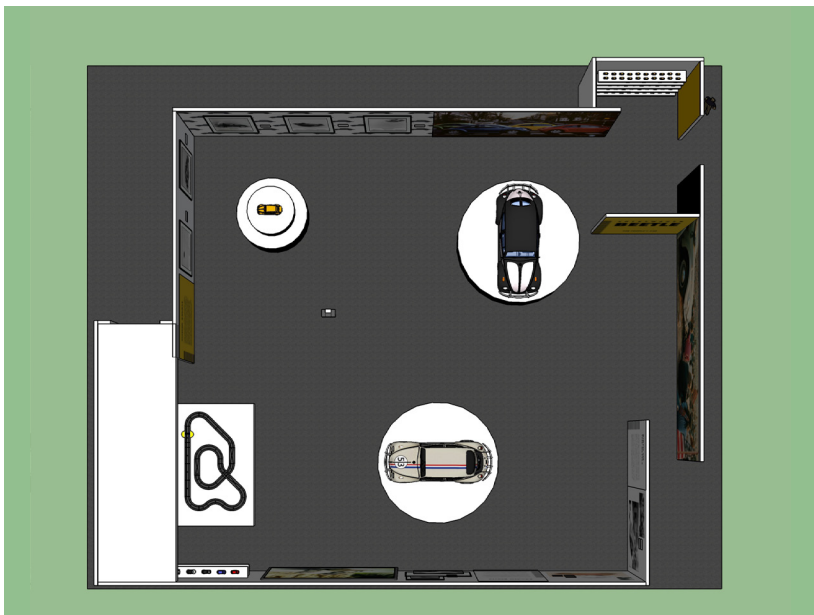


Aerial and Isometric Views

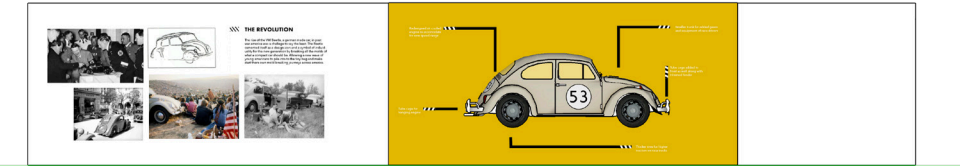
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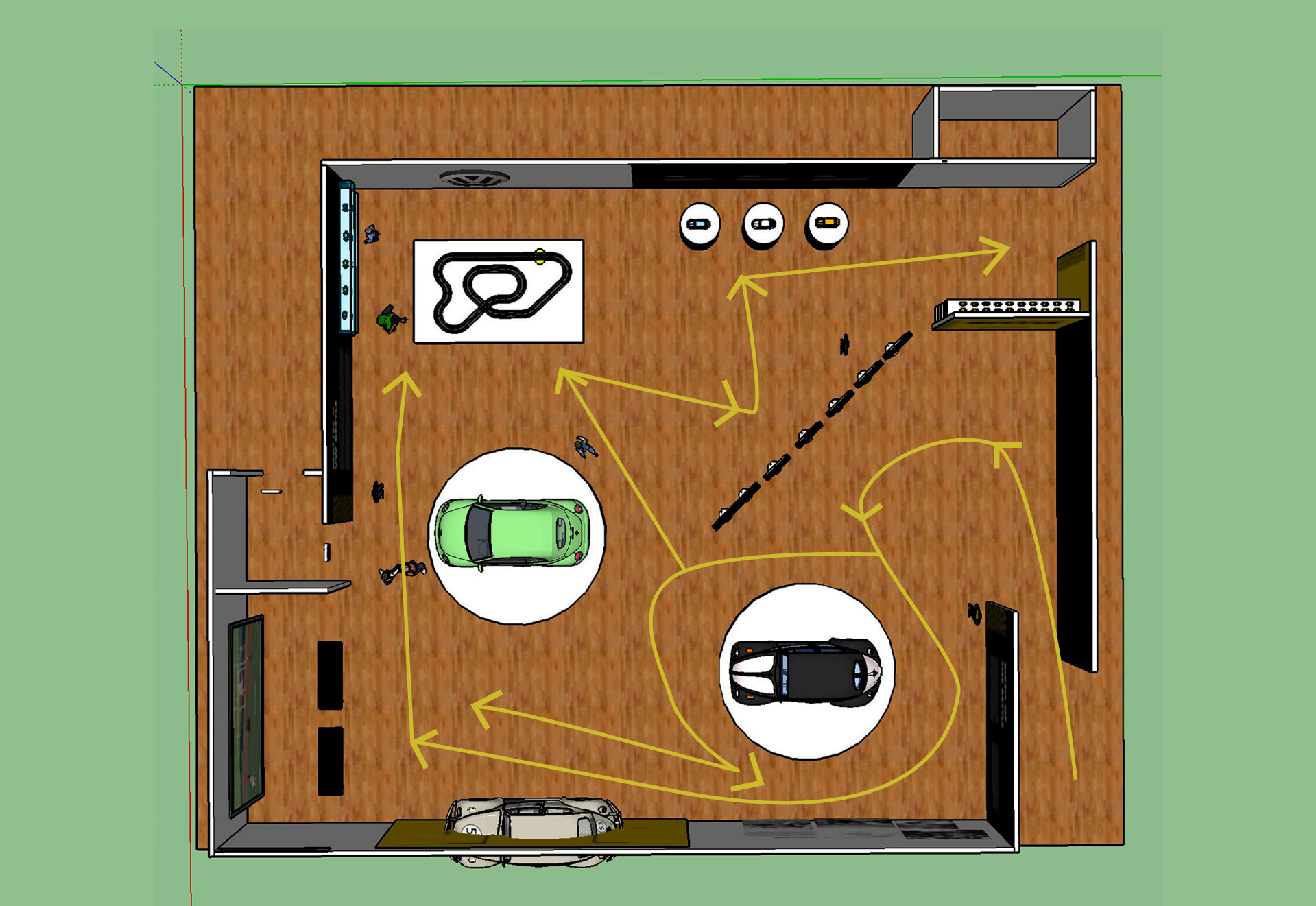
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Elevation Views



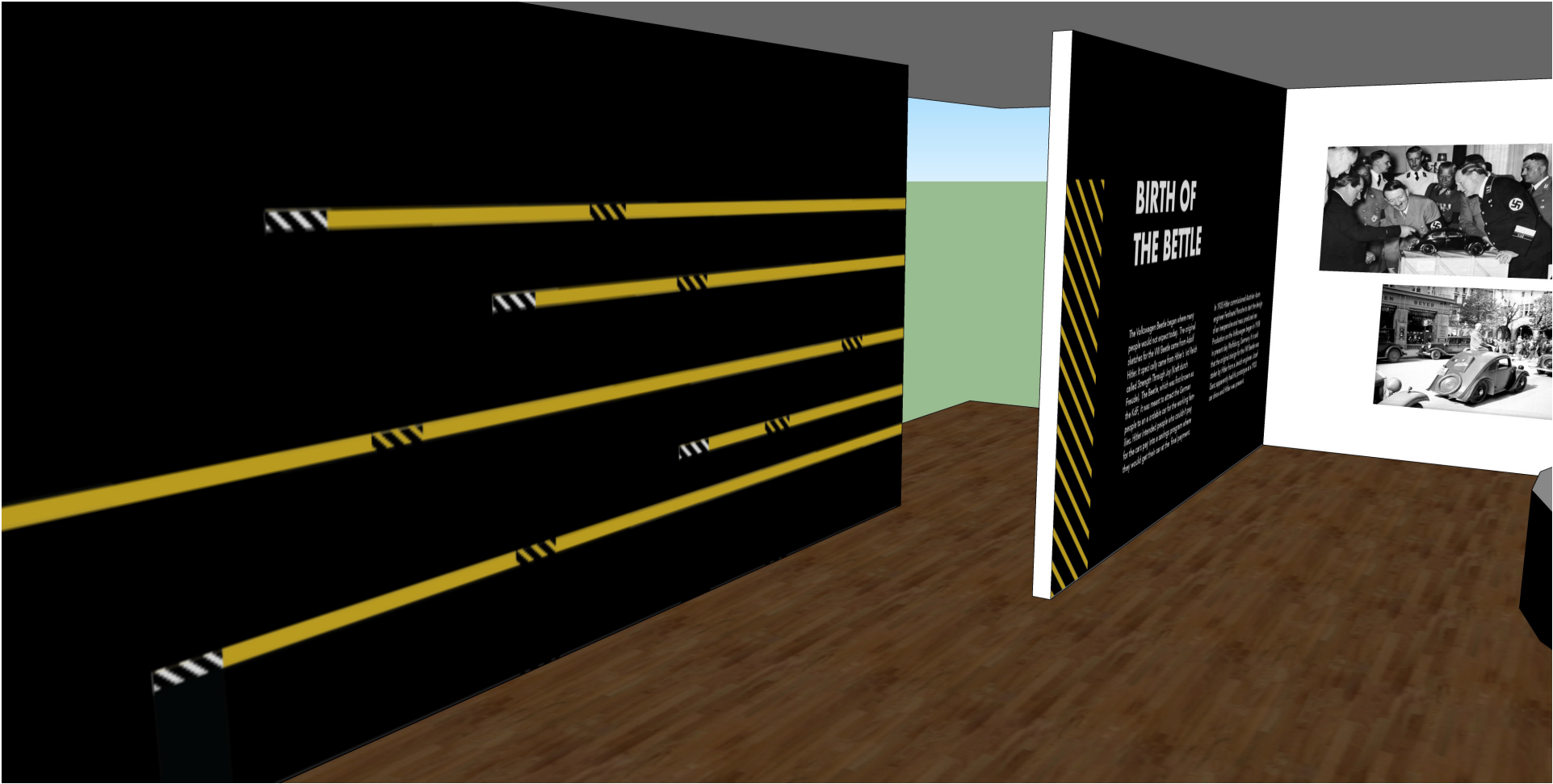
Exhibition Flow



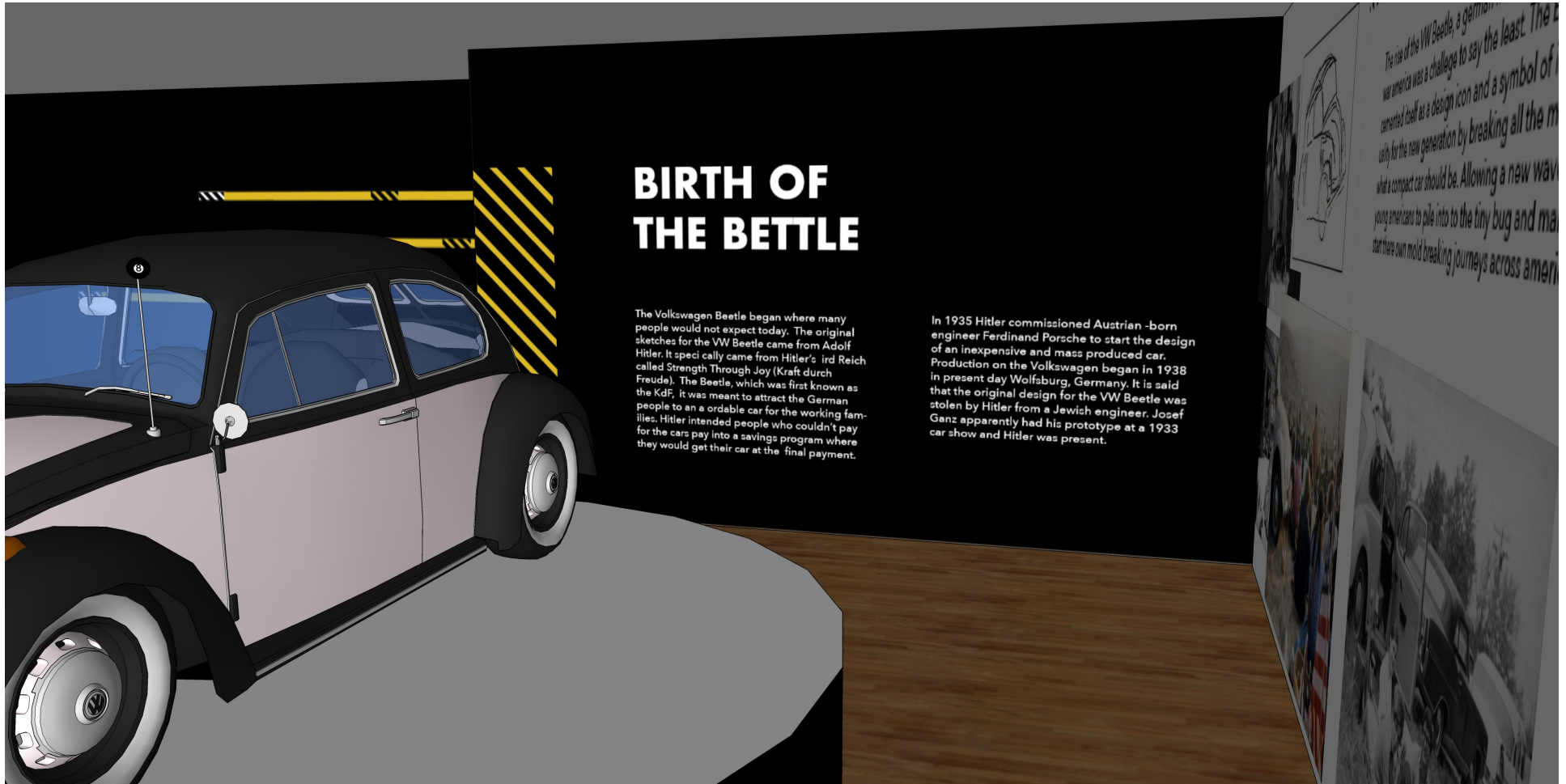
Interior Views



Interior Views



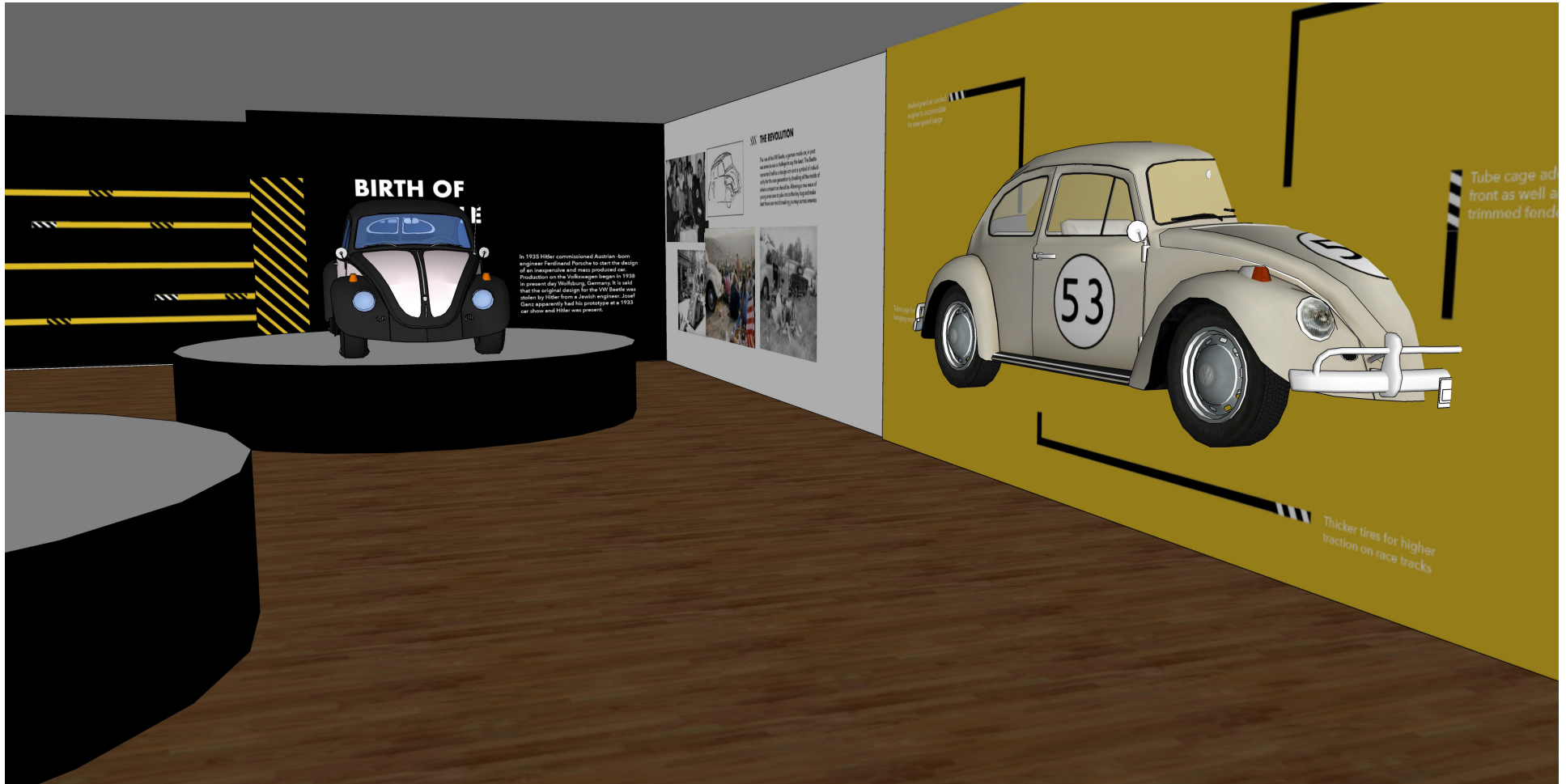
Interior Views



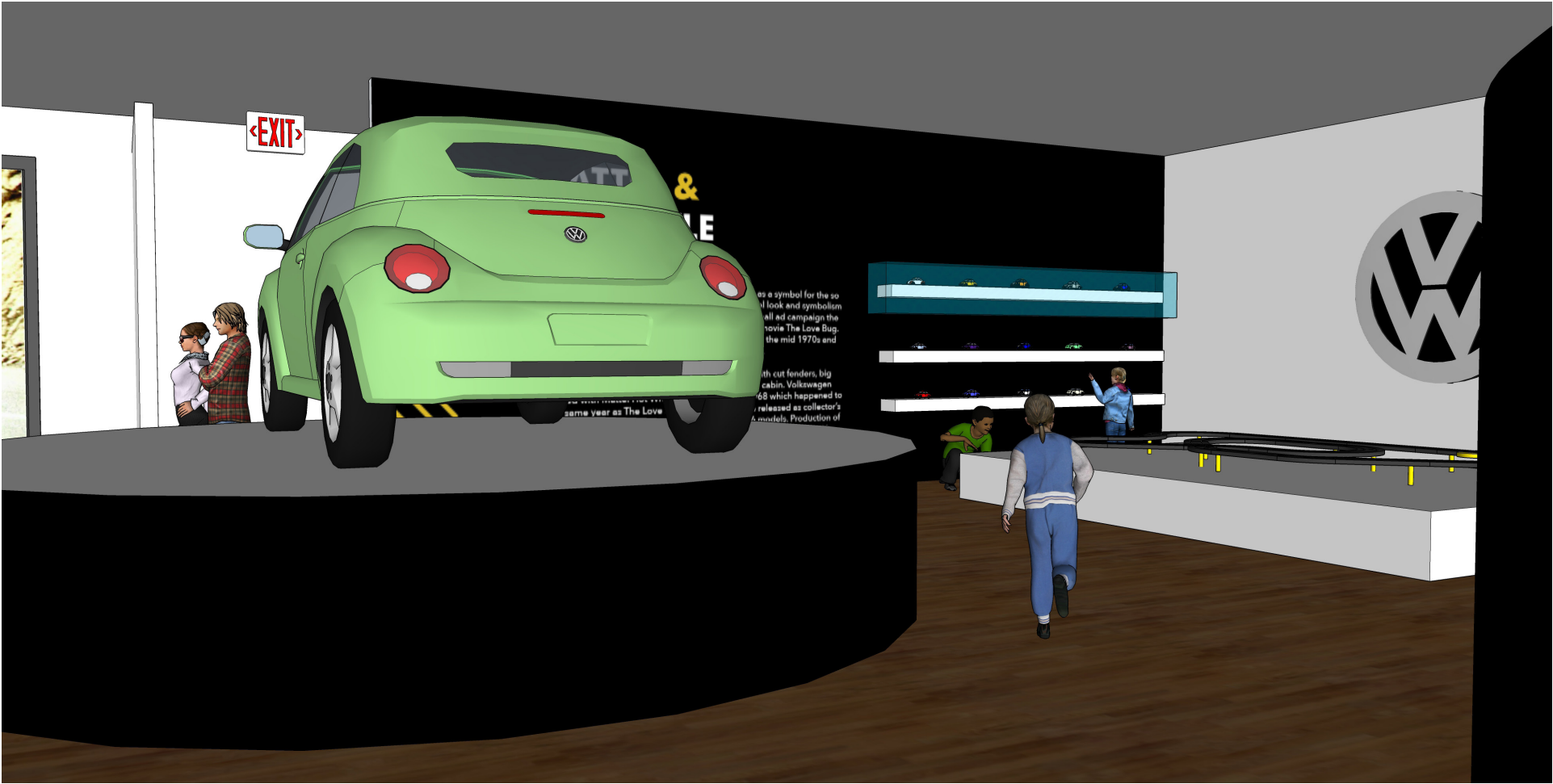
Interior Views



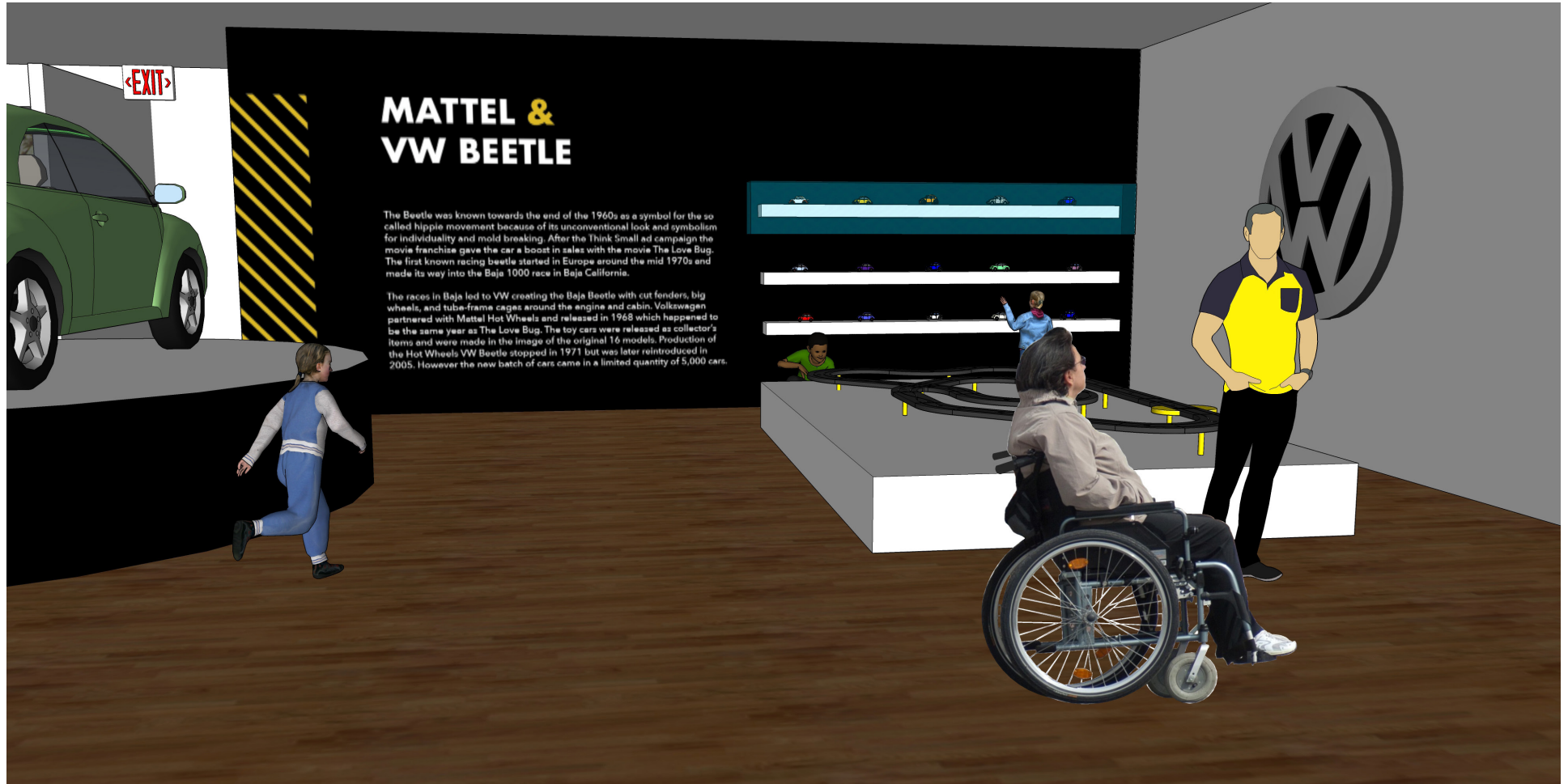
Interior Views



Interior Views



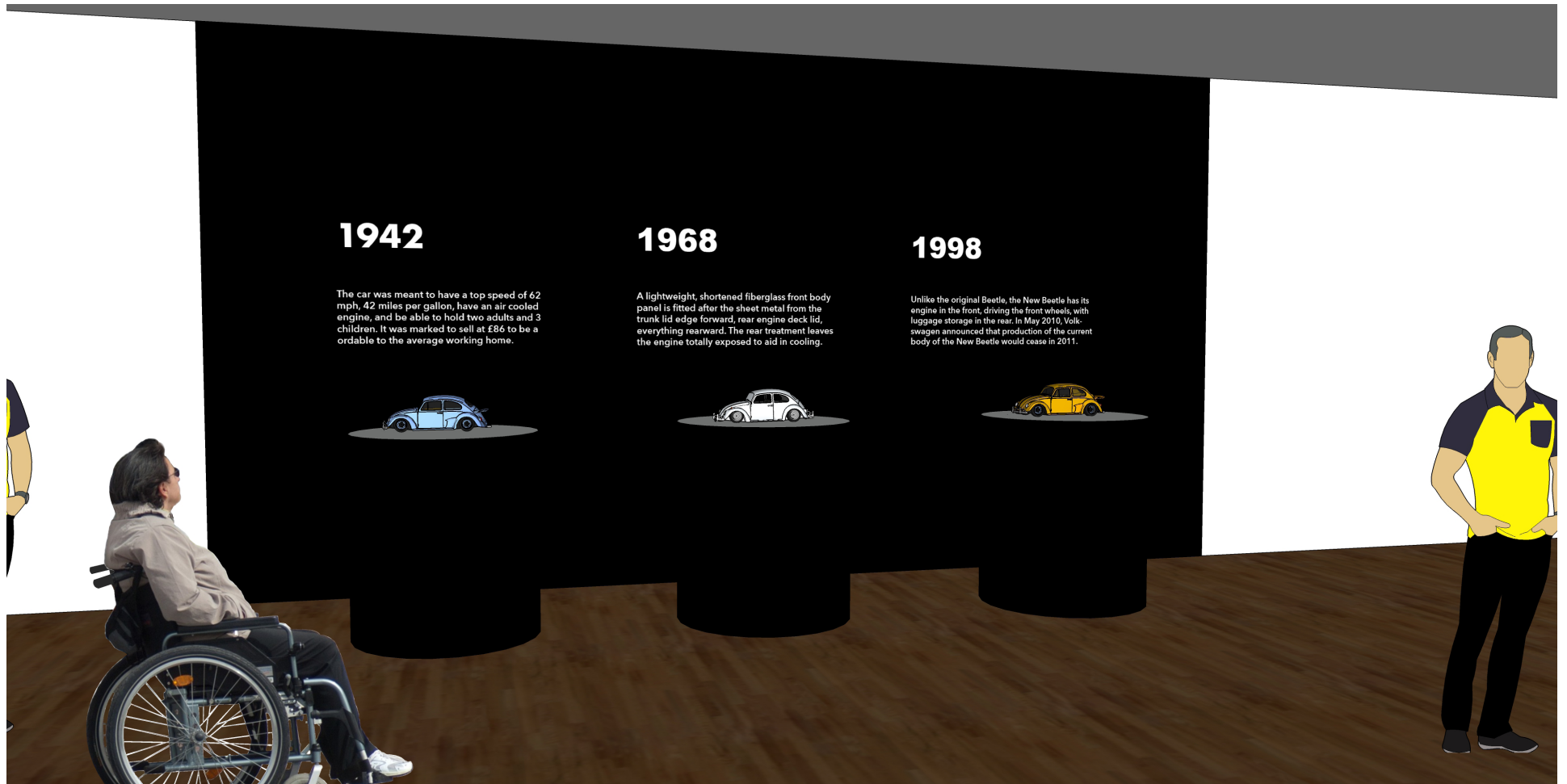
Interior Views



Interior Views



Interior Views



1942

The car was meant to have a top speed of 62 mph, 42 miles per gallon, have an air cooled engine, and be able to hold two adults and 3 children. It was marked to sell at £86 to be aordable to the average working home.



1968

A lightweight, shortened fiberglass front body panel is fitted after the sheet metal from the trunk lid edge forward, rear engine deck lid, everything rearward. The rear treatment leaves the engine totally exposed to aid in cooling.



1998

Unlike the original Beetle, the New Beetle has its engine in the front, driving the front wheels, with luggage storage in the rear. In May 2010, Volkswagen announced that production of the current body of the New Beetle would cease in 2011.



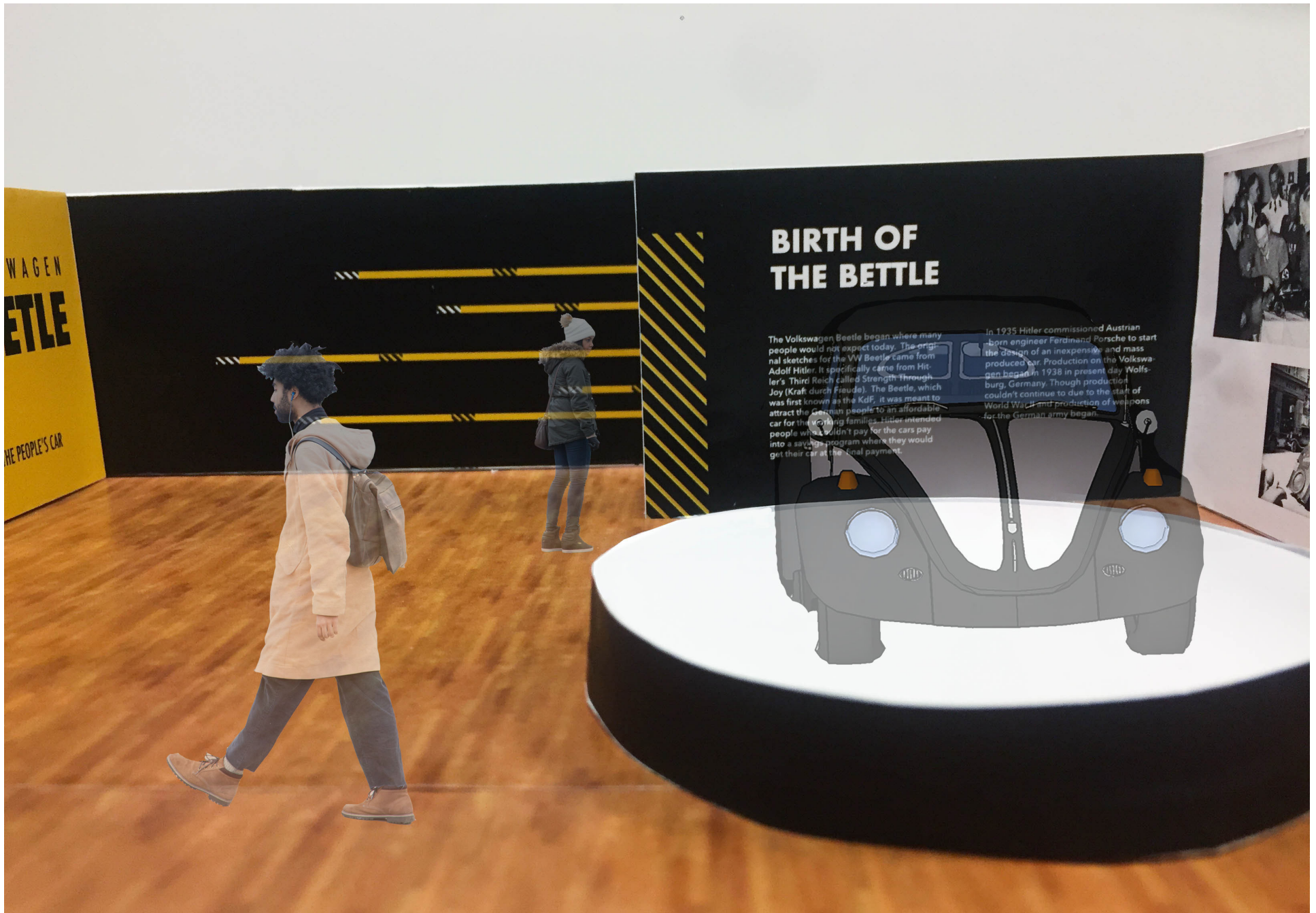
Interior Views



Interior Views



Physical Model



Physical Model



Physical Model



Physical Model



Physical Model



Physical Model

