

Lost in Space



The design of American cars in the 1950's and 60's is still regarded as a true style statement. With the growth of consumerism, companies marketed cars on the basis of lifestyle based features and their stunning looks. Long, sleek designs with acres of chrome and highly emphasised detailing became standard. Front grills, lights, tail gates and fenders all became the target for the designers flair and sometimes extravagance.

From the mid-70's onwards, consumers had other considerations with rising fuel prices and the practicalities of car usage becoming more important. Straight lines and down playing obtrusive features became the order of the day.

With the advent of the 1980's, the increasingly stiff competition from reliable Japanese imports heavily influenced design patterns to the extent that many models became carbon copies of each other. The use of rounded corners and smaller moulded fittings resulted in much of the individuality of models being heavily compromised in the rush towards uniformity.

Many of the manufacturers are now starting to recognise motoring heritage as a positive differentiator for their cars. This can be seen in some of the more recent offerings from the likes of Chrysler, Plymouth, Dodge and Lincoln. So go on ... be different!

