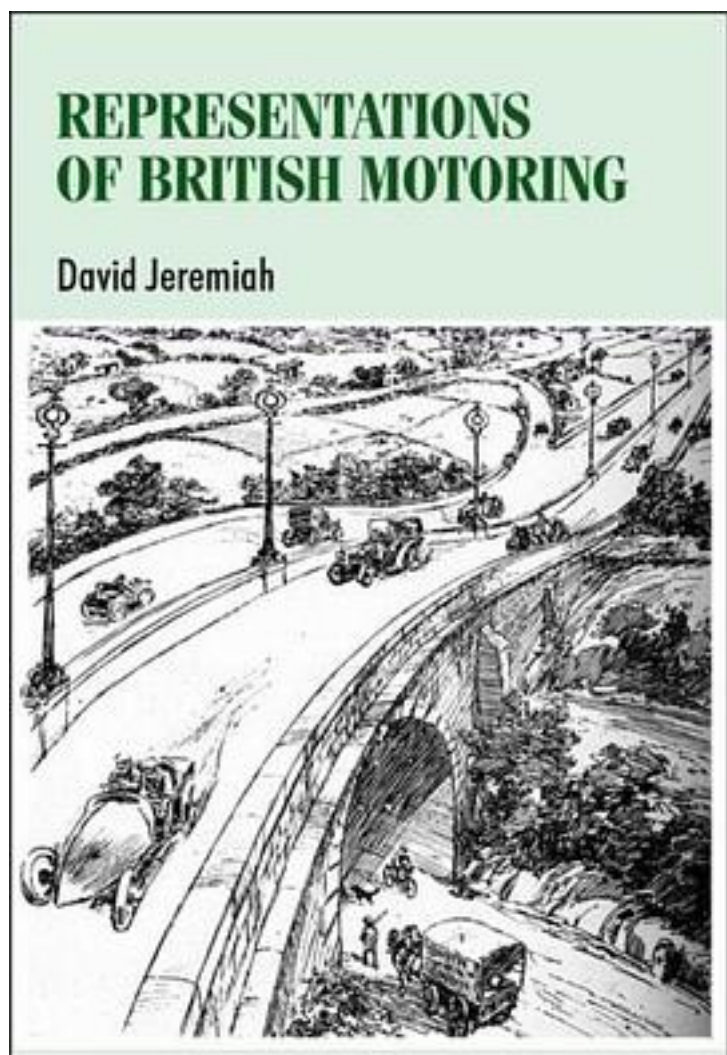


# Representations of British Motoring



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Representations of British motoring provides important new insights into the established discourses of British motoring. Based on the patterns of representation that have mediated between the trade, owners and society, particularly the myths and realities generated by the advertising campaigns and motoring journals, it identifies the landmarks of change and innovation. It is not about great images as such, although some are, but particular attention has been directed towards the creative intervention of the artist-illustrators. Part One emphasises the critical significance of the emerging concerns and aspirations of the first decade of motoring, while the two subsequent parts provide a clear understanding of how the continuity of the public debate has shaped the concepts of modern and popular motoring. The new models, motorists and motoring landscape are the central themes through which it has been possible to track the preoccupation with questions regarding speed and safety, the idea of being British, the aesthetics of the car and motoring, and the family, women and the car. As such it is a design history that redefines and extends the parameters of the history of motoring, providing an overview of the place of the motor-car and motoring in British society that is relevant to undergraduate and postgraduate studies and the motoring enthusiast.

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