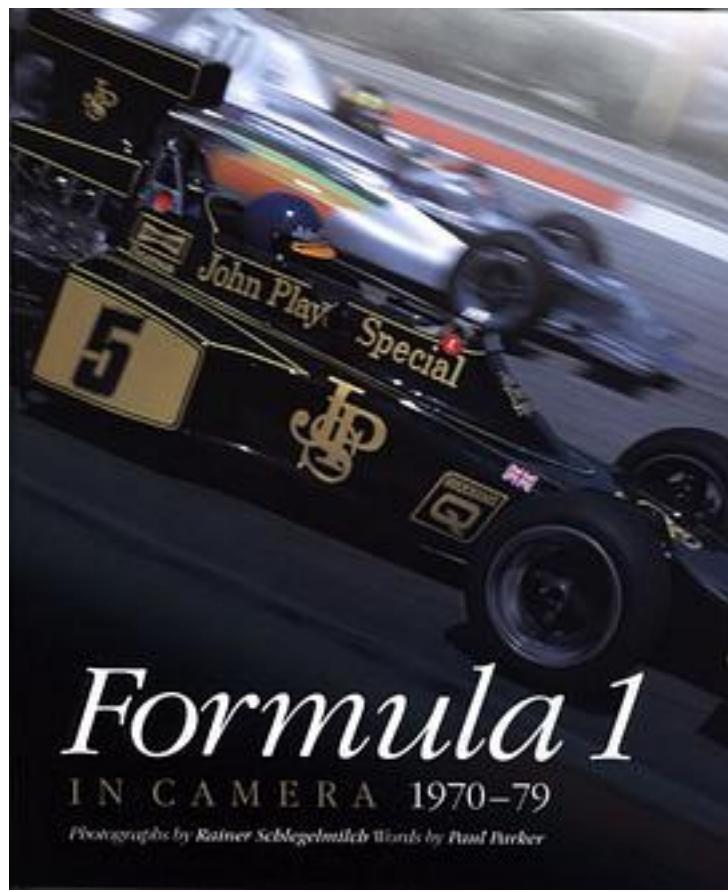


# Formula 1 in Camera



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出版者:Motorbooks Intl

出版时间:2003-7

装帧:HRD

isbn:9781859609606

This heavily-illustrated, nostalgic book examines the evolution of Grand Prix motor racing through one of its classic decades, when the sport moved into the increasingly commercial and high-tech era. It is also the story of how sponsors took over the main identity of the teams, with the sport becoming globalized as the English-speaking drivers were joined by newcomers such as Emerson Fittipaldi, Ronnie Peterson, Jody

Scheckter, Niki Lauda and Nelson Piquet. The book covers: the metamorphosis of Formula 1 from the gentlemanly post-war period into a increasingly high-dollar, high-tech era; the Gold Leaf and Yardley sponsorship deals and the all-important television coverage; the demise of genuine privateers and small teams such as Rob Walker and Hesketh, and the birth of Williams Grand Prix Engineering in 1978; wide tyres, aerodynamics and Chapman's ground-effects Lotus 79; innovations such as Tyrrell's six-wheeled P34 and the Brabham "fan car"; and Dunlop, Goodyear, Firestone and Michelin - a study on success and failure.

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