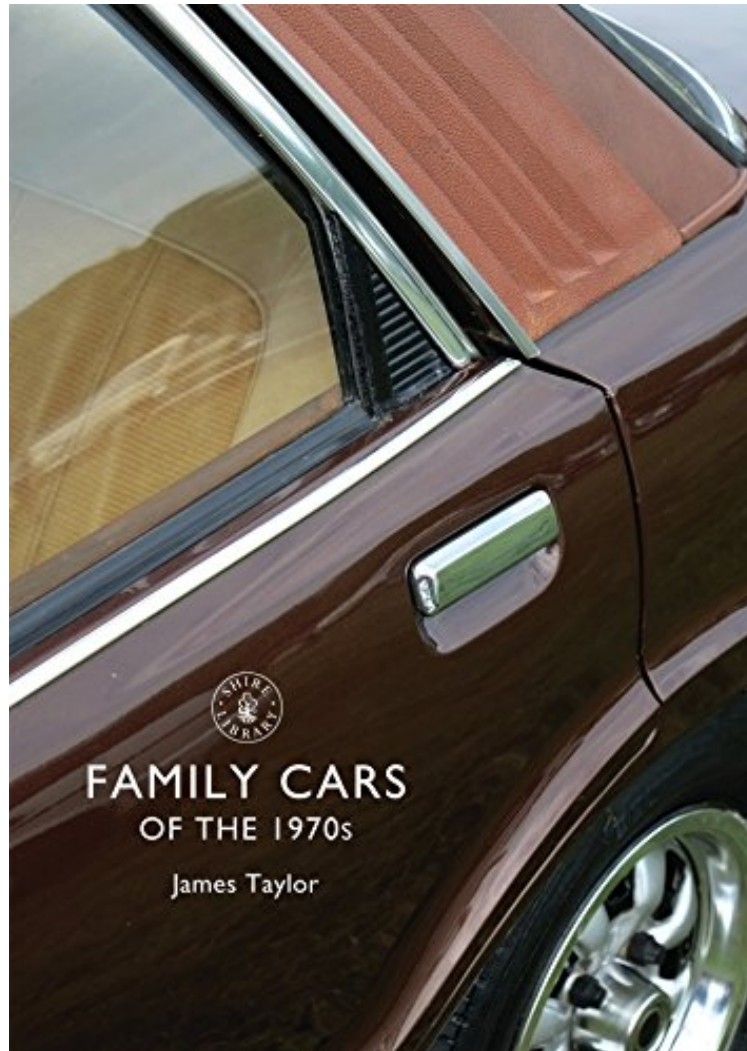


[Mobile book] Family Cars of the 1970s (Shire Library)

Family Cars of the 1970s (Shire Library)

James Taylor

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James Taylor : Family Cars of the 1970s (Shire Library) before purchasing it in order to gage whether or not it would be worth my time, and all praised Family Cars of the 1970s (Shire Library):

0 of 0 people found the following review helpful. A good many wonderful pictures and ads but lackluster commentary By Mark in Los Angeles A drive down memory lane, that contained a few interesting facts but insufficient depth or revelation to warrant a higher than average rating. A good many wonderful pictures and ads but lackluster commentary. Perhaps we've all been spoiled by James May and the folks at Top Gear. Further holding this reviewer back from adding more stars is the fact that the book is normal paperback sized and outrageously thin with a measly 64 pages, and I am almost 100% sure that it was once a larger format book that was shrunk down, page for page, for

cheaper production. The result is that some of the ads are very hard to read, and even the main text is tiny. Given that anyone who remembers the Allegro or the Maxi is likely to need reading glasses by now, it's rather a shame! Sadly this book fails in itself to be memorable, despite its success in jogging a few very fond memories.

The 1970s and 1980s were critical years for the British motor industry. A downward spiral in industrial relations led to crippling strikes; two major oil crises made thirsty older designs virtually unsaleable; and foreign manufacturers moved in with products that were affordable, reliable and available on demand. Yet, by and large, British family motorists carried on buying British as long as they could. The average Briton was broadly content with what the domestic motor industry produced (though he might have grumbled a bit), and it certainly produced an array of cars which entered the public consciousness as symbols of their times. Names like Marina, Maestro, Montego, Cortina, Escort, Granada, Cavalier and, above all, Mini live on in popular memory. Looking back, we remember these humble workhorses with more fondness than we might expect. James Taylor has been a motoring writer and historian for more than 30 years, and in this book he remembers this period with a mixture of affection and amusement, tempered with an honest appraisal of how good or bad these cars really were.

About the Author James Taylor is a world authority on the history of the old Rover company and the author or countless books on Rover, Land Rover and many other marques and models. He is currently the editor of Land Rover Enthusiast magazine. He has written The London Bus and Land Rover for Shire.