



Car Emblems: The Ultimate Guide to Automotive Logos Worldwide (Chinese Edition)

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Only the true fanatic can identify the logo of every car; for most of us it is the manufacturer's badge that must convey the message of the brand. But why do Ferraris carry a prancing horse? Why are three diamonds sported on every Mitsubishi? What lies behind the circled star of Mercedes-Benz? And what is the meaning of the script-in-oval symbol on Fords? This is a guide to the design, development and meaning of every car logo worldwide, examining 84 car emblems including every logo currently in use as well as fascinating examples now only to be found on vintage and classic cars. This is a reference for every car lover.

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