



Philip Coyle lives and works in Wellington where he is a secondary school mathematics teacher.

It was almost predetermined that he would have an interest in cars given that he grew up in West Auckland. His first vehicle was a 1967 Beetle and since then he has owned eleven more Beetles.

Through his interest in Volkswagens he joined the Auckland Owners club in 1994 and has also been a member of the Canterbury Enthusiasts and Wellington Kombined Volkswagen Clubs.

At present he owns a two 'hobby cars', a 1956 and a 1963 American specification Beetle. One of his favourite leisure activities is driving these cars around Wellington on a fine day.

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Front jacket photo: A 1956 Beetle owned by the author, seen near Lyall Bay, Wellington. PHILIP COYLE

Back jacket photo: A 2000 Beetle belonging to John and Jenny Jackson photographed in Ohariu Valley, Wellington. PHILIP COYLE



50 Years of Volkswagens in New Zealand

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The Volkswagen story begins in 1930s Germany, with the automotive genius of Ferdinand Porsche. The 'people's car' concept was adopted by the Third Reich, but its development was sidelined by World War II. After the war development resumed under Allied supervision and in the 1950s it became one of West Germany's major export successes. Indeed the classic VW Beetle is considered the world's second most widely recognised product shape of the 20th century, exceeded only by the Coca-Cola bottle.

When introduced in New Zealand in 1954 Volkswagens took the motoring public by storm and it quickly became the country's best selling non-British car brand. VWs have appealed to New Zealanders ever since, due to their quirkiness and engineering quality. For many they also symbolize a fondly remembered less complicated era, and most people have a Volkswagen story from their past.

This book documents the most successful of the Volkswagen models in New Zealand—the Beetle, Transporter (vans) and the Golf—which were all assembled at Otahuhu in Auckland by Jowett Motors, renamed VW Motors, and then Motor Holdings, and the models that are now imported by European Motor Distributors. It also covers the dealers and some of the passionate owners with the vehicles they have restored, cared for and, in some cases, customised.

50 years of Volkswagens in New Zealand includes over 300 photos (most in colour), old and new advertisements, items of memorabilia, and 45,000 words — a big, beautiful book that should have a place on the bookshelf of everyone who enjoys cars!