

RV NEWS

Time magazine recently named the northern Indiana city of Elkhart as the nation's Recreational Vehicle Capital. Featured with the piece was a two-page photo spread of downtown Elkhart filled with Coachman RVs and a gathering of local citizens. In a gesture to preserve the historic moment, Coachman Industries donated the "moment in time" photo to the Elkhart RV Museum for display. In addition to the library, the museum houses a variety of manufactured housing, including travel trailers dating back to 1941 and the first Coachman from 1964.

AUTOMOTIVE MUSEUMS ON THE WAY

Ford earmarked \$3 million to be equally split for two upcoming auto exhibits. The Jaguar museum, scheduled to open in 2000, will display 50 cars and house Jaguar's and British Leyland archives. An exhibition center will be built near the luxury car's U.S. headquarters in Mahwah, NJ. Opening a year later is the Mustang museum, a \$30 million highly-anticipated interactive complex that will feature a restaurant, gift shop and vintage Mustangs. In addition, a preservationist group is seeking to turn the original Henry Ford Model T plant into an interactive museum.



PUSH OPENS AUTOMOTIVE OFFICE

Rev. Jesse Jackson was on hand recently as the Rainbow/PUSH Coalition National Automotive Project opened its doors in Detroit. The automotive project handles world wide issues and opportunities in the automotive industry pertaining to African-American dealers, suppliers and consumers. Pictured with Jackson are deputy director Glenda Gill and director Bobby G. Jenkins.

VOICES

THE VOLKSWAGEN BEETLE WAS ONE OF THE BEST-SELLING VEHICLES OF THE 60s AND 70s. WHY DO YOU THINK THE BEETLE IS SO POPULAR THE SECOND TIME AROUND?

By Monda Webb

I like the VW Beetle because my father had one in the 60s. It was a yellow bug with a grille in the front, and a fork in the back. I grew up looking at pictures of "Bugsy" and Daddy traveling from the East to the West coast, with his cut-off shorts, sunglasses and denim cap. I'm so glad they've come back out. I want one so I can be just like my daddy.

Hopefully he'll get me one for my graduation. They're so cute and lovable.

*Robin J. Webb
Memphis, TN*



I believe the Beetle is so popular primarily because they're made in very beautiful colors. The mileage was good in the old ones, and VW

has continued their tradition of great mileage and price. The shape and structure of the Beetle is unique, and all the windows give it an open look and feel.

*Melvin Goodwin
Bowie, MD*

The reintroduction of the VW Beetle was so well received because of its history. The Beetle brings with it the pomp and pageantry of the 60s and 70s. Hippies from all over traveled in the VW across the US in search of free love and peace. The VW, to me, represented change in the 60s and 70s; in that same sense it would only be appropriate to see a rise in popularity of the VW with all the challenges that have faced the nation. The VW has an old shape with a new feel. With the new millennium on the horizon, it could not have come at a better time.

*Thomas Banks
Cary, NC*



When the Beetle first came out, I remember how popular they were. Everybody wanted one. It was amazing to see people like Wilt Chamberlain climb out of a VW. I believe the resurrection of the Beetle will make it a classic due to its style and roominess. The colors are vibrant and catch your eye. I just hope they hold up like their predecessors. I want one, and plan to buy a Beetle in the future.

*James Thomas
Bremerton, WA*



Let's face it. The Beetle is an attractive car. I wanted to buy one, but they're not being manufactured en masse, so there is a long waiting list for them. I love those German-engineered cars. They're sturdy and reliable and the new ones have such brilliant colors. To me, the Beetle is a personality car for the ages.

*Sonja Stuart
Chicago, IL*

