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Hot Wheels Forty Years (Hot Wheels (Krause Publications))



Synopsis

If you're a collector of the ultra-cool, sensationally sleek and super speedy Hot Wheels, you are in for a treat with *Hot Wheels: Forty Years*. This big, beautiful coffee table book tells the story of these miniature marvels through more than 600 stunning color photos, and historical details including company history, interviews with Mattel designers, major developments and trends. All the attitude and innovation of these revolutionary pocket-sized racers, Redlines, Blackwalls, Number Pack Vehicles, Prototypes and more, is captured in the pages of this must-have reference.

Book Information

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Customer Reviews

Hot Wheels 40 Years is a very nicely put together book. It is a vast improvement in design, paper quality and everything else from its five years before predecessor *Hot Wheels: 35 Years of Speed, Power Performance and Attitude*. It is important to point out that although 40 years are covered, this is no field or price guide and only has a very small number of Hot Wheels vehicle photographs inside. Collectors or would be collectors would need to grab a *Warman's Hot Wheels Field Guide: Values and Identification* or something like this to get prices of and pictures of all the vehicles out

there. What this book is, is a look at the Hot Wheels brand and its history through the eyes of an avid fan and collector. There are many interviews with designers and others associated with Hot Wheels along with many photos, sketches, castings, prototypes and the like. A lot of photos and information are about holiday cars, given as staff bonuses to Mattel employees, which are quite interesting and show the company is or at one time was a fun place to work. The reader is taken step by step through the design stage of some vehicles. Commentary is also given on the finished product of cars throughout the decades as well as production errors such as VW beetles having the engine up front. There are places where maybe the authors love for the product stopped him from asking the hard questions.

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