



JON GLANVILLE
PLYMOUTH GRAPHIC DESIGNER

www.jonglanvilledesign.co.uk | info@jonglanvilledesign.co.uk

Helping people build *stand out* brands

Hey. My name is Jon! I am a graphic designer based in Plymouth, United Kingdom; with over ten years experience.

I specialise in **logos, branding, poster/print design, editorials, presentations, and online content creation**; and have created work featured on websites such as alternativemovieposters.com, and creativebloq.com.

One design has even earned recognition from **Twin Peaks** lead-actor **Kyle MacLachlan**, who retweeted and commented on some fan art I made inspired by the show.

As a Fine Art graduate, I have always been taught to think outside the box when conveying ideas onto paper and/or online, and am always open to experiment with new creative ways to help people and businesses get their message along the right path.

SOFTWARE SKILLS

Adobe Creative Suite (Photoshop, Illustrator & InDesign)
Affinity Designer
Adobe Premiere Pro
Procreate
Microsoft Word, Excel & Powerpoint
Knowledge of both Mac & PC

EDUCATION

2005-2008 = BA (Hons) Fine Art, Arts University Plymouth

2004-2005 = ABC Level 3 Diploma in Foundation Studies (Art & Design),
Arts University Plymouth



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Bunny Bakeries

This was a logo I made for a fictional company called **Bunny Bakeries**.

The combination mark logo is a set of two baguettes in the form of rabbit ears, combining both elements of the company name.



Rabbit Ears

+



Baguettes









BUNNY BAKERIES LTD

INVOICE #8934 945
Shana Sanders - The Hub Hair and Beauty
01752 496152 · shanascissors@gmail.com

ISSUED ON
10 JUNE 2023

DESCRIPTION	QTY	PRICE	TOTAL
Bread Buns	20	£3.99	£79.80
Croissants	20	£1.49	£29.80
Chocolate Chip Cookies	40	£1.19	£47.60
SUB TOTAL			£157.20
SHIPPING			£5.00
TOTAL			£162.20

PAYMENT DETAILS
Account Name: Mr Hop
Account Number: 1920 1804 7293 4983

THANK YOU
BUNNY BAKERIES, 4 EASTER ROAD,
PLYMPTON, PLYMOUTH, PL1 4UP
01752 496346 · BUNNYBAKERIES.CO.UK



The design was inspired by a local drawing event which set out a task of sketching an animal-related pumpkin murder mystery story. So I expanded on the logo I quickly made for a rabbit's getaway van, cleverly disguised as a vehicle for a "legitimate baking business".





Gambit Security Services

This was a logo design I made for Plymouth-based company **Gambit Security Services**.

A simple line logo focusing on the Queen chess piece with a keyhole on top of the crown; enclosed inside a shield for safe and secure branding.



A navy monochromatic version of the logo with a solid colour shield, transferred onto a high-visibility vest; as part of the company's uniform.





The **Gambit Security** baseball cap in black, with a white and gold embroidered logo. The ideal accessory for the security guard's uniform.



A collection of **Gambit Security** business cards featuring navy, white and black editions.



A custom-made card especially to fit inside a lanyard, featuring the name, photograph, job title and ID number of the employee wearing it; along with a horizontal Gambit logo.

The lanyard strap also contains the logo to maintain the company identity.



The **Gambit Security** navy polo shirt, with the company logo embroidered onto it.



Toucan Adventures

Toucan Adventures is a travel company that focuses on providing activity holidays for people of all ages. For this type of company, I decided to create something fun and unique by featuring a man riding on a paraglider in the style of a toucan's beak. Providing the audience with a sense of thrill and excitement.



TOUCAN

ADVENTURES



Toucan Beak

+



Paraglider

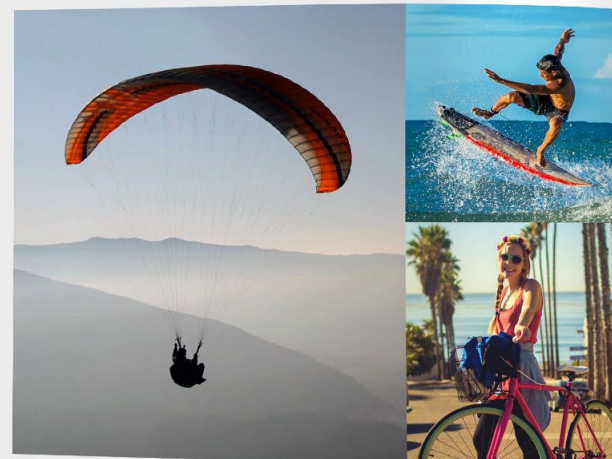


Along with luggage tags and enamel mugs, I also designed a cover for a brochure which would feature the logo.

The brochure would offer a wide selection of activity holiday packages for 2021/2022.



TOUCAN
ADVENTURES



Looking for the perfect
adventure getaway?

YOU CAN WITH TOUCAN

www.toucanadventures.co.uk

DINING ON - IN YOUR GARDEN

Now is the perfect time
to start feeding your
garden birds to
help with their
need for
nutritious,
high-energy
food.

by Macaulay Cannon

IN YOUR GARDEN

Thousands of birds are returning to our gardens after their autumn sojourn in the countryside, feasting on the harvest of berries, nuts and seeds. We can now all do our bit to help them through the tough times ahead by providing food and water. Doing so right through the winter when natural food becomes scarcer and harder to find.

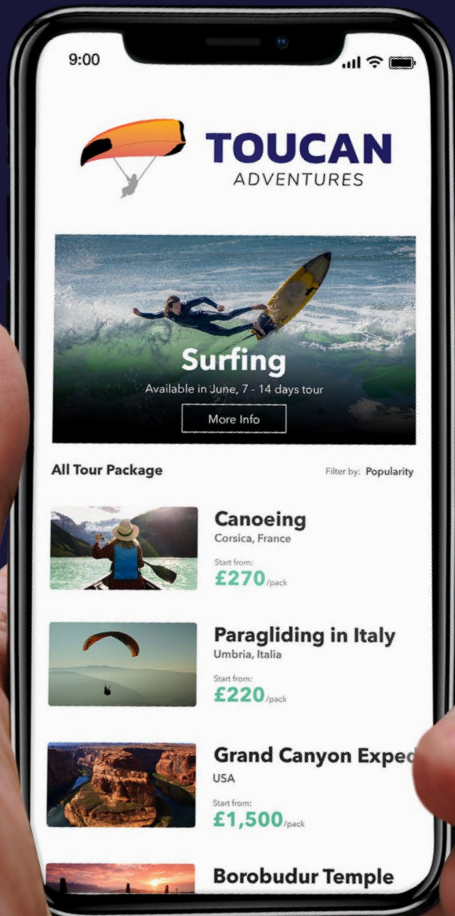
Watching birds coming into the garden to forage is absorbing - and can become very addictive! It's a colour and endless entertainment, but also a real test of skill. Have you ever spent time really watching them closely at the way they deal with the peanuts, fat balls and other goodies we put out for them?



An A4 advert featured in the **Wildlife in Britain** magazine I created (see page 31), promoting the **Toucan Adventures** website, with the rather catchy slogan...

YOU CAN WITH TOUCAN

A horizontal version of the logo featured on a **Toucan Adventures** app, allowing the user to search for various activity holiday packages.



An assortment of items as part of the **Toucan Adventures** branding stationery range; including **business cards**, **company paper**, **notebooks**, **pin badges** and **envelopes**.



travel bottle

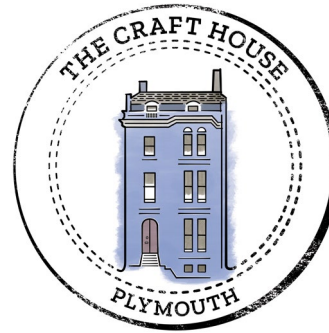


navy t-shirt

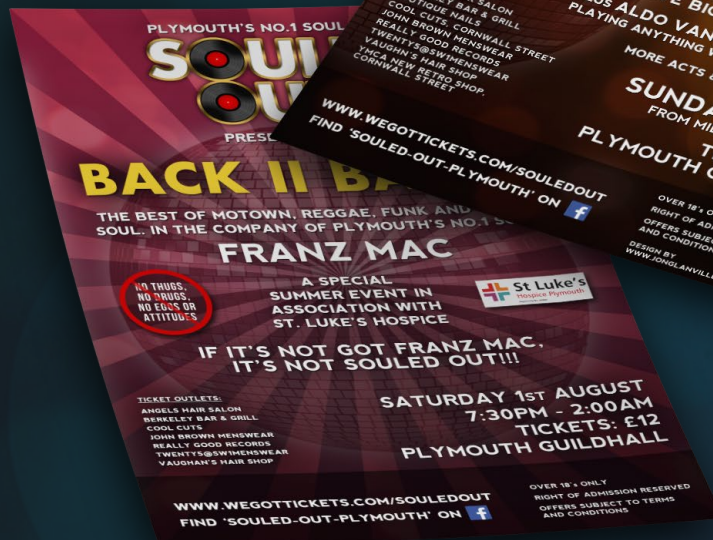
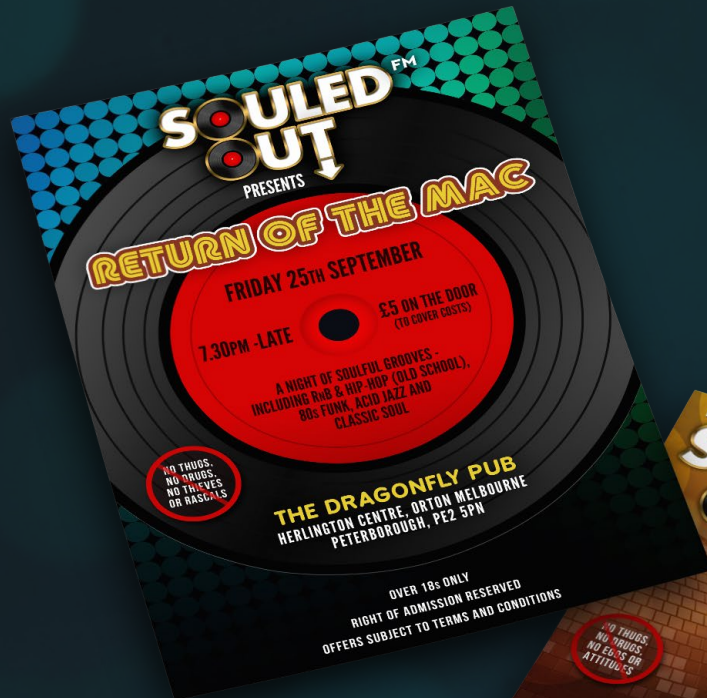


white t-shirt

Other Logos



SOULED OUT



Souled Out Plymouth

A series of posters and flyers promoting various music nights hosted by **DJ Franz Mac** for his Plymouth & Peterborough **Souled Out** events.

These print adverts were made throughout the course of a year, using an array of bold colour backgrounds, funky disco balls and vinyl records to capture the essence of the throwback funk and soul night.

One of these events even featured soul legends **The Real Thing** and UK reggae chart-toppers **Aswad**.

hat's on
Plymouth's number one night out, Souled Out, goes....
to Basics'



Rivmouth's number one night out is back, the Original Franz Mac inspired SOULED OUT is going back to its roots!!
Where other's try to imitate, we just like to innovate!!
Meet our Franz Mac It's not SOULED OUT!!

Over the last 3 years "Souled Out" has continued to grow from strength to strength highlighted by their first "all-day" event on Easter Sunday, which featured the likes of ASWAD and The Real Thing.

"The April 5th event was truly mind blowing, seeing hundreds of people, enjoying their Easter holidays, dancing the EVERYTHING and DON'T like YOU to ME ARIE EVERYTHING and SOUL'D TURN AROUND" commented "SOUL'D TURN AROUND" from Peterborough, Fram. "People came from all day event, Nottingham and London for the all day event, including agents for some of the biggest bands around."

The event, held at Plymouth Guildhall, also featured local artists such as Plymouth's Queen of Soul - Mama Tokus and Funk outfit Freeley Squeezed who had the opportunity to perform on the same bill as ASWAD and The Real Thing.

“People came from Peterborough, Northampton and London for the all day event, including agents for some of the biggest bands around”

From continued: "The next event planned is on Saturday August 1st and is entitled *Souled Out 'Back 2 Basics'*" he explained. "A large number of fans had attended every event since 2011. Many come just for the music I play, don't get me

8 woimplymouth

The **Souled Out Christmas** advert, featured in the November/December 2014 edition of **What's On In Plymouth Magazine.**

PLYMOUTH'S NO.1 SOUL NIGHT

SOULED OUT FM

PRESENTS

BACK II BASICS

... REGGAE, FUNK AND CLASSIC
... NO.1 SOUL D

BACK II THE FUTURE
THE BEST OF MOTOWN, REGGAE, FUNK AND CLASSIC SOUL. IN THE COMPANY OF PLYMOUTH'S NO.1 SOUL DJ
FRANZ MAC

**NO THUGS,
NO DRUGS,
NO EGOS OR
ATTITUDES**

**A SPECIAL
SUMMER EVENT IN
ASSOCIATION WITH
ST. LUKE'S HOSPICE**

IF IT'S NOT GOT FRANZ MAC,
IT'S NOT SOULED OUT!!!

TICKET OUTLETS:
ANGELS HAIR SALON
BERKELEY BAR & GRILL
COOL CUTS
JOHN BROWN MENSWEAR
REALLY GOOD RECORDS
TWENTY5@SW1MENSWEAR
VAUGHAN'S HAIR SHOP

WWW.WEGOTTICKETS.COM/SOULEDOUT
FIND 'SOULED-OUT-PLYMOUTH' ON 

SATURD
7
PLYMO

Do you like Soul music?



Do you want to dance the night away? Well now you can, we have a fantastic evening of soul classics, Acid, Jazz, 80's funk, Reggae, Retro Disco and Tamla

performing live shows from the Drifters (working with Ray Lewis music@hotmail.com) legend that is Frank Mac lunking up the dance floor it promises to be the biggest **Souled Out** event so far.

At the mid-1970's, Ray Lewis joined one of the world's best-selling soul bands, the

With a dedicated following and an ever increasing band of new recruits, **Souled Out** has become one of the most popular nights out on the Plymouth social calendar. As we move into the festive season, **Souled Out** offers you unbeatable

and come for the style of music we will be playing and performing!"

...the original bands, The Drifters, Jerry Moore as well as Ben E. King, the legendary Drifters had hits through the '70s with singles "Saturday Night At The Movies," "Save The Last Dance For Me" and "Kissin' In The Back Of The Movies" and many, many more.

...ing nights. Big thanks to all the ticket outlets, John Brown mezzanine/seater 12th/21st, Angles Hair and Beauty, Vaughans Hair Shop, Cool Cuts, YMCA Retro Shop, Cornwell Street, Berkeley Bar and Grill.

Unfortunately ticket prices have had to increase for this one event to £15+.

SOULED OUT

**We danced all night; it
took days for our feet to
come out of the shoes.**

over, roll on the next
99
lymouth

www.facebook.com/pages/Souled-Out-Plymouth

The **Souled Out Back II Basics** advert,
featured in the May/June 2015 edition of
What's On In Plymouth Magazine.

PLYMOUTH'S NO.1 SOUL NIGHT

SOULED OUT

CLASSIC SOUL, ACID
JAZZ, 80'S FUNK, REGGAE
RETRO DISCO, AND TAMLA
MOTOWN IN THE COMPANY
OF PLYMOUTH'S NO.1 SOUL DJ

FRANZ MAC
WITH A LIVE PERFORMANCE BY
RAY LEWIS
(THE DRIFTERS SHOW)

SATURDAY 6TH DECEMBER
7:30PM - 2:00AM
TICKETS: £15
PLYMOUTH GUILDHALL

TICKET OUTLETS:
BERKELEY

BERKELEY BAR & GRILL
JOHN BROWN MENSWEAR
ANGELS HAIR SALON
TWENTYS@SW1MENSWEAR
YMCA RETRO SHOP, CORNWALL
STREET
VAUGHAN'S HAIR SHOP
COOL CUTS, CORNWALL STREET

**NO THUGS.
NO DRUGS.
NO EGGS OR
ATTITUDES**

OVER 18'S ONLY
R.O.A.R.
OFFERS SUBJECT
TO TERMS AND
CONDITIONS.



FIND US ON
FACEBOOK

SOULED FM
OUT
PRESENTS

RETURN OF THE MAC

FRIDAY 25TH SEPTEMBER

7.30PM - LATE

£5 ON THE DOOR
(TO COVER COSTS)

A NIGHT OF SOULFUL GROOVES -
INCLUDING RnB & HIP-HOP (OLD SCHOOL),
80s FUNK, ACID JAZZ AND
CLASSIC SOUL

NO THUGS,
NO DRUGS,
NO THIEVES
OR RASCALS

THE DRAGONFLY PUB

HERLINGTON CENTRE, ORTON MELBOURNE
PETERBOROUGH, PE2 5PN

OVER 18s ONLY

RIGHT OF ADMISSION RESERVED

OFFERS SUBJECT TO TERMS AND CONDITIONS

McCarthy's at the West Hoe

McCarthy's at the West Hoe is a pub and restaurant based in **Plymouth** who requested a poster to be made to promote their weekly Friday **Open Mic Nights**.

The background consists of an acoustic guitar along with a classic microphone, the bridge part of the guitar is used as a way to make the **Free Pint** offer stand out more to the viewer.

McCarthy's AT
THE WEST HOE
PRESENTS

OPEN MIC NIGHT

EVERY FRIDAY NIGHT AT 8.30PM

EVERYONE IS WELCOME
FREE PINT FOR ALL PERFORMERS

www.mccarthysatthewesthoe.co.uk

 facebook.com/mccarthysatthewesthoe  twitter.com/TheWestHoe

I was also asked to create a double sided food menu with the food items on one side and a simple cover on the other. The menu would promote a traditional British pub menu, plus a unique concept in **British Tapas** - small pub meals in enamel mugs.





A double-sided flyer I made for **McCarthy's** featuring a cutout form on the reverse side. Customers would fill in the form and give to staff so they can receive special deals as a reward for their loyalty.



Truro City Football Club

This was a single graphic I made for **Truro City Football Club** so that they can visually notify their followers on social media about [their promotion](#) from the **Southern League Premier South** up to the **National League South**.

The design was a gamble as it wouldn't have been used if they lost their playoff match. But luckily they beat **Bracknell Town** 3-2 in the Playoff Final on May 1st 2023 to secure their status in the sixth tier of the **English Football League** system.





AJS Plymouth Waste & Recycling Solutions

AJS Plymouth Waste requested me to design a single-sided flyer to promote their waste removal business, along with coinciding square adverts for their social media channels.

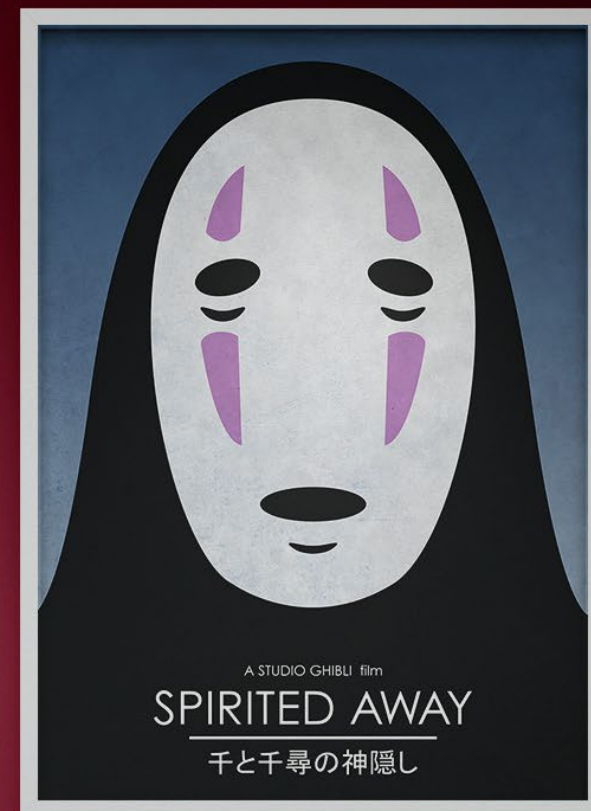
Their slogan consists of the hashtag **#KeepingPlymouthGreenAndClean**, so using the green colour was vital for this campaign, as it's a colour used to represent **renewal**, **growth** and **nature** which are all important characteristics for the recycling trade.



Twin Peaks Book Cover

A project inspired by the popular television show Twin Peaks, a different take on it as if it was a novel in the style of the classic Penguin books.

The jacket gained recognition when it was retweeted and commented on by the show's lead actor [Kyle MacLachlan](#).



Alternative Movie Posters

A small selection of many minimalist film posters I have made over the years as personal projects.

These three were inspired by *Baby Driver*, *Cool Runnings* and *Spirited Away*.

Microsoft Word Essentials Training

This is a four-page A4 bifold brochure promoting one or two day courses on how to use **Microsoft Word**. I made this as part of an online **InDesign** course I participated in, headed by the company **Bring Your Own Laptop**.

The copy and photos were provided to me by **BYOL**, but I had complete freedom on layout, font, colour scheme, and additional graphics.

The brochure itself explains a course overview, class projects, a main price encased in a separate shape, additional information, and a table featuring one and two day prices for this course and other similar Microsoft ones.



COURSE OVERVIEW

You know Microsoft Word. Except for a couple of features. Oh, and all the features you didn't know existed. And, of course, all those tools that don't seem to behave predictably. You get the idea. Often a limited knowledge isn't making the most of what Word, or you, are capable of.

What if you could have a course without the droning lectures? What if your Microsoft Word training didn't require several textbooks and strong coffee?

The BYOL Word Essentials training is hands on and based around creating typical workplace projects. You start with basic document production & editing. You'll have all the essentials covered. Then you can master more advanced workflow techniques like paragraph styles, tables, macros & mail merge.

CLASS PROJECTS

- Creating a formal business letter
- Creating a monthly company newsletter
- Formatting a long business report adding charts & graphs from Excel
- Creating a timetable schedule using tables
- Creating a company template using corporate fonts, colours & images
- Creating a product overview PDF with basic in interactivity
- Creating a business form
- Printing personalized letterheads & envelopes for client lists

Bring your own familiar laptop to work from or we'll supply one free of charge. Mac or PC, in the same class.

Your Word course is led by an instructor whose skills are not just in Microsoft Office products, but in making it understandable for you. You get the help at every step. "No one left behind" is something we take seriously.

We continue to help you after your class with 12-months email support. And if there is any concept or idea that you haven't fully understood we invite you to repeat the course within 12 months completely free.

To be even more helpful, Bring Your Own Laptop gives you exclusive video tutorials that cover every aspect of your training. No other course provider in the country offers this level of in-class and after class support.

WHO SHOULD ATTEND

If you have little or no previous experience in Microsoft Word this course is for you. We'll start right at the basics and work step by step through our projects so no one is left behind. By the end of the course we'll be working with the more advanced features of Word to ensure everyone gets the understanding and value they're looking for.

This is a relaxed, well-paced course for people new to Word. Only basic computing skills are necessary - If you can send emails and surf the internet then you'll be fine with our course.

1 DAY,
\$373.00

MORE COURSE INFORMATION

A lot of people use Microsoft Word. It's the cornerstone of the Microsoft Office suite, and it's one of those basics on everyone's CV. But not many people 'know' Word. There's a lot in there, and often not a lot of knowledgeable help beyond typing and spell check.

At Bring Your Own Laptop, we've spent years teaching people at every level some pretty sophisticated software. So, when we decided to make our Microsoft Word training even better, we started from the other end. Support.

We know we have great training, but we've learned over the years that many of your questions come well after you've attended one of our courses.

You can't remember everything in one day. While our hands on directed learning is a great way to learn something, we don't expect you to memorize every detail. That's why we provide you with videos of every single aspect of your course.



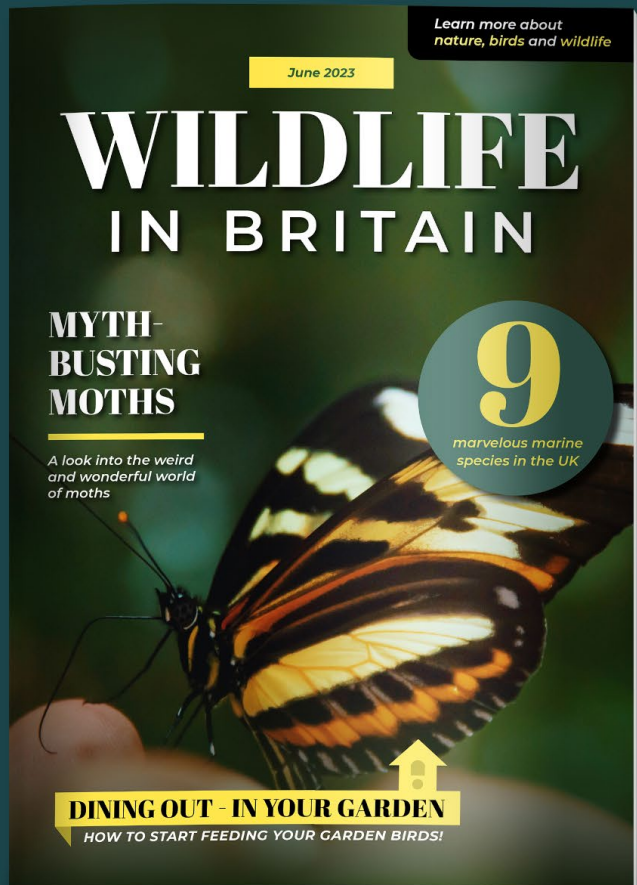
We also provide free email support for any Word related questions you might have. And if that wasn't enough, and you don't think you got it the first time, we offer you a completely free resit of the course within 12 months!

On top of all of that, we'll present you with a certificate to add more weight to your CV.

Our classroom training is so interactive, it's all the attention of a one on one coaching session, but with classmates who will ask the questions you didn't know to ask. We make sure you understand as you go, with help at every step.

We help you at every step, and well after the course, to give you the skills and experience you need to master Microsoft Word.

ADDITIONAL COURSES	1 DAY	2 DAYS
Microsoft Word	\$373	\$597
Microsoft Excel	\$373	\$597
Microsoft Powerpoint	\$373	\$597
Microsoft Access	\$473	\$747
Microsoft Project	\$473	\$747



Wildlife in Britain Magazine

This is a magazine I made for fun dedicated to nature, animals and birds in the UK called **Wildlife in Britain**.

The magazine contains free stock images, plus articles already produced by other writers from the **RSPB** and **Wanderlust** websites; along with a few adverts I created for **Bunny Bakeries** and **Lucy Coleman Equine Photography**.



4 HARBOUR PORPOISES - 'ANCLEBY'

Harbour porpoises are the smallest of the cetaceans, with a body length of just 1.5m and a weight of 100kg. They are found in coastal waters around the world, and are particularly common in the North Sea. In the UK, they are found in the Humber and the Mersey estuaries, and are known to be particularly common in the Humber.

5 ORCAS - 'GIMNEY'

Orcas are the largest of the cetaceans, with a body length of up to 9m and a weight of 10 tonnes. They are found in coastal waters around the world, and are particularly common in the North Sea. In the UK, they are found in the Humber and the Mersey estuaries, and are known to be particularly common in the Humber.

6 GREY SEALS - 'FARNE ISLANDS'

Grey seals are the largest of the pinnipeds, with a body length of up to 3m and a weight of 1,000kg. They are found in coastal waters around the world, and are particularly common in the North Sea. In the UK, they are found in the Humber and the Mersey estuaries, and are known to be particularly common in the Humber.

FAMILY FEEDING HABITS

Many birds, especially those that live in families, will feed their young in a variety of ways. Some will feed them directly, while others will bring them food. Some will feed them in a nest, while others will feed them on the ground. Some will feed them in a tree, while others will feed them in a bush. Some will feed them in a field, while others will feed them in a garden.

FAST LEARNERS

Many birds are very intelligent and learn very quickly. They can learn to open a box, to use a tool, and to solve a problem. They can also learn to recognize different sounds, and to respond to them. They can even learn to recognize different people, and to respond to them.

ANIMAL TRACKS

Even though spotting animals at night is sometimes very difficult, even the stealthiest beasts can leave clues behind.

IN THIS ISSUE

- 1 MYTH-BUSTING MOTHS
- 5 MARVELOUS MARINE SPECIES IN THE UK
- 12 DIVING OUT IN YOUR GARDEN
- 15 ANIMAL TRACKS

ANIMAL TRACKS

Even though spotting animals at night is sometimes very difficult, even the stealthiest beasts can leave clues behind.

by Cathy Newell

NOTES IN DAYLIGHT

It's a fact: it's a good idea to have a notebook and pen handy when you're out in the garden. You can use it to record what you see, hear, and smell. You can also use it to record what you think, feel, and know. It's a great way to keep a record of your garden, and it's a great way to share your knowledge with others.

BUNNY BAKERS

SUMMER SPECIAL

brand cakes and sweet treats available on offer this weekend!

www.bunnybakers.co.uk

YARD SHOOT AVAILABLE

Yard shoots are a fun way for a group of you to enjoy the outdoors. They are a great way to spend time with friends and family, and they are a great way to get some exercise. They are also a great way to learn about the outdoors, and they are a great way to have a good time.

LYNN COLMAN

Yard shoots are a fun way for a group of you to enjoy the outdoors. They are a great way to spend time with friends and family, and they are a great way to get some exercise. They are also a great way to learn about the outdoors, and they are a great way to have a good time.

7 BASKING SHARKS - 'ISLE OF MAN'

Basking sharks are the second largest fish in the world, with a body length of up to 12m and a weight of 10 tonnes. They are found in coastal waters around the world, and are particularly common in the North Sea. In the UK, they are found in the Humber and the Mersey estuaries, and are known to be particularly common in the Humber.

8 PUFFINS - 'SEKMER'

Puffins are small seabirds, with a body length of up to 30cm and a weight of 100g. They are found in coastal waters around the world, and are particularly common in the North Sea. In the UK, they are found in the Humber and the Mersey estuaries, and are known to be particularly common in the Humber.

9 NORTHERN GANNETS - 'ST KILDA'

Northern gannets are large seabirds, with a body length of up to 1.5m and a weight of 10kg. They are found in coastal waters around the world, and are particularly common in the North Sea. In the UK, they are found in the Humber and the Mersey estuaries, and are known to be particularly common in the Humber.

WHERE TO FIND THEM

- 1 HUMBLED BIRDS - 'SMALL ISLES'
- 2 HUMBLED BIRDS - 'SMALL ISLES'
- 3 HUMBLED BIRDS - 'SMALL ISLES'
- 4 HUMBLED BIRDS - 'SMALL ISLES'
- 5 HUMBLED BIRDS - 'SMALL ISLES'
- 6 HUMBLED BIRDS - 'SMALL ISLES'
- 7 HUMBLED BIRDS - 'SMALL ISLES'
- 8 HUMBLED BIRDS - 'SMALL ISLES'
- 9 HUMBLED BIRDS - 'SMALL ISLES'

The History of the Automobile

A four-page A4 bifold brochure layout explaining a concise summary of how the automobile's development.

Covering from how the first steam-powered automobile was made, to the vintage era of post-World War II and right up to the modern era with its technological advancements in engineering.

The magazine's copy was taken from Wikipedia's **History of the Automobile** page, accompanied with a selection of free stock images.



THE HISTORY OF THE AUTOMOBILE

Development of the automobile started in 1672 with the invention of the first steam-powered vehicle, which led to the creation of the first steam-powered automobile capable of human transportation, built by Nicolas-Joseph Cugnot in 1769.

Inventors began to branch out at the start of the 19th century, creating the deRivas engine, one of the first internal combustion engines, and an early electric motor. Samuel Brown later tested the first industrially applied internal combustion engine in 1826.

Development was hindered in the mid-19th century by a backlash

against large vehicles, yet progress continued on some internal combustion engines. The engine evolved as engineers created two- and four-cycle combustion engines and began using gasoline as fuel.

Production vehicles began appearing in 1887, when Carl Benz developed a gasoline-powered automobile and made several identical copies. Recent automobile production is marked by the Ford Model T, created by the Ford Motor Company in 1908, which became the first automobile to be mass-produced on a moving assembly line.



PAGE 2

THE HISTORY OF THE AUTOMOBILE

THE VINTAGE ERA

The vintage era lasted from the end of World War I (1918), through to the Wall Street Crash at the end of 1929. During this period the front-engine car came to dominate with closed bodies and standardized controls becoming the norm.

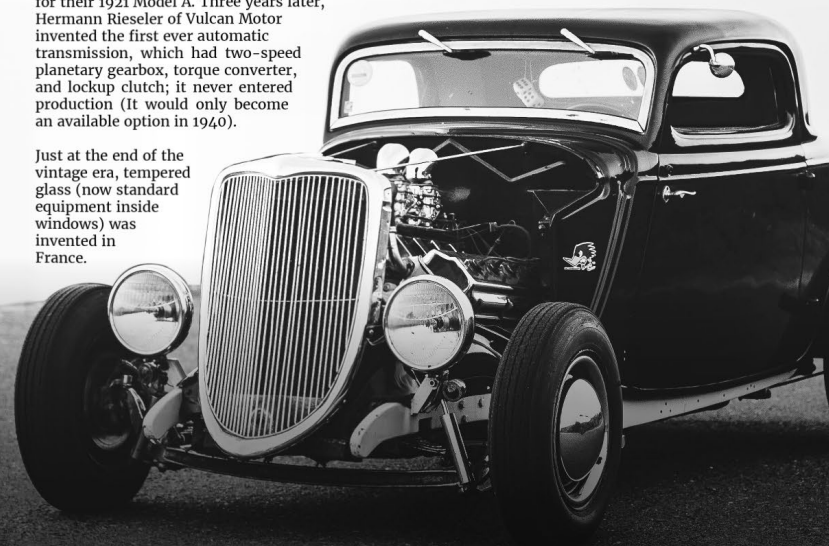
In 1919, 90 percent of cars sold were open; by 1929, 90 percent were closed.

Development of the internal combustion engine continued at a rapid pace, with multivalve and overhead camshaft engines produced at the high end, and V8, V12, and even V16 engines conceived for the ultrarich. Also in 1919, hydraulic brakes were invented by Malcolm Loughead (co-founder of Lockheed); they were adopted by Duesenberg for their 1921 Model A. Three years later, Hermann Rieseher of Vulcan Motor invented the first ever automatic transmission, which had two-speed planetary gearbox, torque converter, and lockup clutch; it never entered production (it would only become an available option in 1940).

Just at the end of the vintage era, tempered glass (now standard equipment inside windows) was invented in France.

In this era the revolutionary pontoon design of cars without fully articulated fenders, running boards and other noncompact ledge elements was introduced in small series but mass production of such cars was started much later (after WWII).

American auto companies in the 1920s expected they would soon sell six million cars a year but did not do so until 1955. Numerous companies disappeared. Between 1922 and 1925, the number of US passenger car builders decreased from 175 to 70. H. A. Tarantous, managing editor of "MoToR Member Society of Automotive Engineers", in a New York Times article from 1925, suggested many were unable to raise production and cope with falling prices (due to assembly line production), especially for low-priced cars. The new pyroxylin-based paints, eight-cylinder engine, four-wheel brakes, and balloon tires as the biggest trends for 1925.



THE HISTORY OF THE AUTOMOBILE

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THE MODERN ERA

The modern era is normally defined as the 40 years preceding the current year. The modern era has been one of increasing standardization, platform sharing, and computer-aided design to reduce costs and development time—and of increasing use of electronics for both engine management and entertainment systems.

Some particular contemporary developments are the proliferation of front and all-wheel drive, the adoption of the diesel engine, and the ubiquity of fuel injection. Most modern passenger cars are front-wheel drive monocoque or unibody designs, with transversely mounted engines.

Body styles have changed as well in the modern era. Three types, the hatchback, sedan, and sport utility vehicle, dominate today's market. All originally emphasized practicality, but have mutated into today's high-powered luxury crossover SUV, sports wagon, and two-volume Large MPV.

The rise of pickup trucks in the US and SUVs worldwide has changed the face of motoring with these "trucks" coming to command more than half of the entire world automobile market. There was also the introduction of the MPV class (smaller non-commercial passenger minivans), among the first of which were the French Renault Espace and the Chrysler minivan versions in the US.

The modern era has also seen rapidly improving fuel efficiency and engine output. The automobile

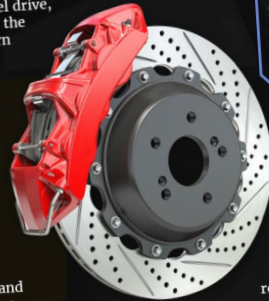
emissions concerns have been eased with computerized engine management systems.

The financial crisis of 2007–2008 cut almost a third of light vehicle sales from Chrysler, Toyota, Ford, and Nissan. It also subtracted about a fourth of Honda's sales and about a seventh of sales from General Motors.

Since 2009, China has become the world's largest car manufacturer with production greater than Japan, the US, and all of Europe.

Besides the increasing car production in Asian and other countries, there has been a steady growth in transnational corporate groups, with the production of global automobiles sharing the same platforms as well as the badge engineering or rebadging to suit a range of markets and consumer segments.

Since the end of the 20th century, several award competitions for cars and trucks have become widely known, such as European Car of the Year, Car of the Year Japan, North American Car of the Year, World Car of the Year, Truck of the Year, and International Car of the Year.



THE HISTORY OF THE **AUTOMOBILE**



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Thank you