



BRAKING

news

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News From the Museum Director

The museum has had a busy summer with the car show season in full swing, plus planning and holding at least two special events each month during this time of the year. “Summer Crush,” formerly known as “Magic of the Machine,” took place on July 25, and it featured the return of the LARC crushing a car. Greg, our restoration shop manager, and Glen, a helpful retired diesel mechanic, have been working out the bugs in the LARC and it ran wonderfully – easily flattening the rusted-out DKW in a single pass. If you missed the crushing, it can be viewed on YouTube – which should not be hard to find! We also asked visitors to bring any non-toxic items they would like to see “annihilated.” Someone brought an “unbreakable” Tupperware cup, and after being run over by the LARC, the owner was going to send it back for a replacement! The rest of the day featured rides in several of our cars and more demonstrations.

Mid-September is always the time for the Glenmoor Gathering in Canton, Ohio. This year the museum took its 1954 Panhard Ghia-Aigle which was first displayed at the 1954 Geneva Auto Show. The weather was perfect for the 75-mile tour through Amish country on Saturday (which was extremely fun), and for Sunday’s event; it was a great

show field of more than 200 cars.

The next event we will attend is the Nashville British Car Show in Franklin, Tennessee on October 10. It’s a good chance to exercise your classic as the weather is cooling down... and winter projects are not far away.

Happy Motoring!

Jeff Lane
Director



*The DKW awaits its fate at this year’s Summer Crush event.
Photo: S. Luboniecki*

PLEASE NOTE:

This Newsletter Will Move To Electronic

Delivery Starting January 2010

Please see page 4 for more details!



Velorex 435, best car in the world? Maybe...

James Green

So what is the definable element that makes a car fun to drive? The more cars I drive the tougher it is to pinpoint that mystical element. What entertains me most certainly won't make my wife smile. I enjoy pushing a car to test its limits of adhesion and experiencing what happens at that moment. It can be a moment of clarity or sheer terror, depending on the car. But for me that is where the fun lies.

Last fall I was a very lucky boy, even more so than usual. In a week's time I got to drive a new BMW M3 and then I got to ride in a Nissan GTR. The M3 and the GTR are some of the fastest cars on the road today and I got to experience them at, ahem...speed. And the speed these cars are capable of is heady stuff. Sub 4 second 0 to sixty blasts. 100 miles per hour comes in well under 10 seconds, and at that point the party is just beginning. The feeling of acceleration from 100 in either is shocking in its urgency and brutality. These are not cars; they are precise instruments of ridicu-

lous speeds. Without speedometers you would have no idea of the sinful speeds you are traveling. And that is what is wrong with both of them: You have no sense of speed driving them; it is kind of like playing a video game.

Going 46 miles per hour over the posted speed limit in Tennessee will add a number of points to your driver's license. The same number of points is assigned if you are at fault in an accident that results in a death. Either will take eight of your yearly allotment of 12 points. 46 over the posted speed limit seems insane; however, in the M3 or the GTR, space and time are warped very, very quickly. In these supercars 46 over the posted is where they beg to be pushed.



It may not look like the best car in the world...

Otherwise they are rather boring drives. At "normal" speeds (read: mostly legal) they and you are loafing which is tiresome. You might as well be driving a Camry. You're sitting on a rocket that society says you shouldn't light. To push these cars to beyond half of their abilities on public roads would be foolhardy and grossly illegal. That is where the Velorex 435 comes to the rescue.

The Velorex at first blush will not strike you as a sporting auto, but consider its impressive standard features, none of which the Nissan nor the BMW have. The body is a composite, exactly composed of what we are not quite sure, over a simple and light tubular frame much like top fuel dragsters, which are very fast. This type of construction makes for a very light vehicle, which is faster than a heavy vehicle, a la any Lotus. The engine is properly located right behind the driver and ahead of the rear axle. This arrangement was successfully exploited by Michael Schumacher in every one of his Formula One World Championship Ferraris therefore it MUST be the best. The gearbox



The 1972 Velorex 435 when it first arrived at the museum.

Continued on page 5

90 Years of Citroën



1919 - 2009
*Anniversaire Heureux
90 ans de Citroën!*

Now Featured!



90 Years of Citroën

This is the year of anniversaries! As we close our exhibit that celebrated 50 Years of the Mini, we are preparing to honor the 90 year history of Citroën with a new exhibit featuring eleven Citroëns that will demonstrate the company's innovative engineering practices from 1930-1980. Citroën was the first high volume manufacturer of front wheel drive cars and then developed the first cars with hydropneumatic suspension that gave the car a ride quality that is unmatched to this day.

This exhibit opens Thursday, October 8. For more information about all of the cars in the new Citroën exhibit, visit us online at: www.lanemotormuseum.org/citroen

1924 Citroën 5 CV "Trèfle"

The Citroën 5CV was shown at the Paris Salon in 1921, and production began in 1922. For the first time in France, the marketing was slanted toward feminine clientele, paying off handsomely for Citroën. The Trèfle has a torpedo body style with three seats in cloverleaf formation. The cloverleaf is designed for the third seat to be placed behind and between the two front seats so the occupant's legs are between the front seats. This was considered very vogue during the 1920s. This model boosted 5CV sales at a critical time, and the plant in Levallois was soon turning out 250 cars per day. Sales of the Trèfle exceeded 10,000 units a year until the end of production in May 1926. Interestingly, the car featured brakes at the rear wheels only, no water pump, and used a torque tube rather than a conventional driveshaft. Its nickname in the '20s was "cul de poule" or "hen's bottom," a reference to the rear body work.



1924 Citroën 5 CV "Trèfle"

1938 Citroën Berline 11 Gazogene

During the German occupation of France in World War II, gasoline was scarce, expensive, and often unavailable. Several companies offered systems for a vehicle to be powered by alternative fuels such as wood, coal, or charcoal. This car has been converted by Fap Elgazo Tarbes to run on coal. Adaptations were necessary to alter the vehicle from gas power to coal burner. The two large cylindrical containers under the front fenders are filled with coal and ignited. In about 30 minutes, enough methane gas would rise out the tops of the containers to feed the special carburetor, making the car run. Using the coal system reduced horsepower by one-third which reduced the top speed to about 45 mph (depending on how well the coal was burning). Range was about 30 miles before you had to stop and add more coal. Only a few of these conversions survive.



1938 Citroën Berline Gazogene

1964 Citroën Bijou

Citroën's British subsidiary at Slough created the Bijou—giving it the distinction of being the only Citroën designed and built outside France. They used the same platform and mechanical elements as the 2CV. The body is made from fiberglass-reinforced plastic. A centrifugal clutch allows clutchless gear changes in first and second gears. The Bijou was a commercial failure as it was intended to be faster than the original 2CV. The Bijou did have a slightly higher top speed but the fiberglass body was 150 pounds heavier than the standard 2CV, making the Bijou slower to accelerate than the standard 2CV. The quality of the fiberglass bodies left a lot to be desired and only 213 Bijous were made. This is the only Bijou in the United States and probably one of the nicest in the world.



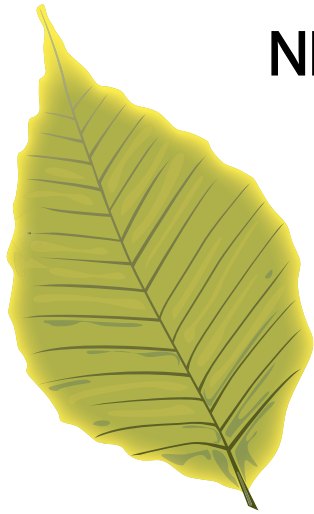
1964 Citroën Bijou

1973 Citroën SM Coupé

The SM came into being as a pure experiment. With the exception of small, low powered cars, Citroën was practically alone in building front-wheel drive models. Worried that other manufacturers were right, Citroën began testing DS-based experimental cars with up to 380 horsepower. Finding they had the know-how to build front-wheel drive cars with any amount of power, the research program turned toward application, which resulted in the production of the SM. Maserati, acquired by Citroën in 1968, supplied the engine. A modern coupé body was styled by Robert Opron to fit a modified DS chassis. Although the SM was a beautiful, fast car, it came out just as the energy crisis began. Its extremely high price and 15 mpg gas consumption doomed it from the start.



1973 Citroën SM Coupé



NEWSLETTER READERS

PLEASE NOTICE:

**This Newsletter is
Going Green
Starting
January 2010**

Beginning in January 2010 we will no longer be mailing copies of our quarterly newsletter, Braking News. Instead we will begin delivering the newsletter electronically by sending all of our valued members and friends a link to download the newsletter online.

This change will not only allow us to cut down on the resources used to produce the newsletter but will allow us to enhance the content! Since we will no longer be bound to set margins and sizes we can include more photos as well as links to videos and even resource sites that will help to offer further explanation when useful.

Over the next couple months our Marketing Director, Vicki Garrison, will be contacting all of our current members to make sure that we have the most up-to-date email address on file for you.

Lane Motor Museum Glenmoor Gathering

Once again, Lane Motor Museum was at the Glenmoor Gathering of Significant Automobiles. This year Jeff Lane attended with c



The museum's 1954 Panhard Ghia-Aigle on display.



m at the 2009 g

Given the opportunity to show at the Glenmoor
Hill Concours d'Elegance in Canton, Ohio,
our 1954 Panhard Ghia-Aigle Coupe.



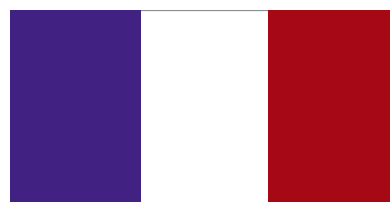
...y at Glenmoor Gathering.

Velorex 465 *continued from page 2*

is like that of a Suzuki Hayabusa, a motorcycle capable of exceeding 200 miles per hour. But perhaps the most impressive completely standard feature is that the engine will run backwards, which means in addition to the furious five forward speeds you also have five frightening reverse speeds. No other exotic can match that. We've obviously found the best car in the world.

So what is it like to drive the best car in the world? It is fun...honest. I thought I would time a zero to sixty run, just for comparison's sake (and it is fun to do) but I got tired of counting Mississippi's after 100. You needn't worry about going 46 miles per hour over the posted limit because the Velorex can't possibly go forty-six unless you find a very steep hill. While the GTR can push all of your internal organs to the left or right with its one "g" of lateral acceleration, the Velorex and its gentle cornering style leaves your vital innards right where they belong, as you travel in utter comfort if you don't mind the heat, noise, or odors. The steering doesn't need power assist because the car is light and the skinny tires are from a moped. The power from a twin cylinder two-stroke Czechoslovakian Jawa motorcycle engine is adequate if you're the "I'm never in a hurry to get anywhere" kind of person. An added benefit of the two-stroke engine is that mosquitoes dare not try to infiltrate your heavy smoke screen. Every great car has at least one fault. The Velorex has so many faults that it must be really great. And what makes the Velorex great is that it allows you, the average driver, to push it to its limits and not get arrested.

The Velorex has that indefinable element that makes it a fun car...honest.



MUSEUM MEMBERS

Save the Date!

Saturday, November 14, 2-5pm

This year we will be holding our Annual Members Reception in November with hopes that more members will be able to join us. We have a special surprise planned that we know you won't want to miss!

Look for your invitation in the mail mid-October for more details!



What's in a Name...

David Yando

...or more to the point, what's in *your* car's name? No, I don't mean "Otto the auto", sitting out in your garage. What I am trying to get at is, what is a "Saab", anyway?

Most manufacturers probably gave a great deal of thought to what they would call their products. Many brands are eponymously named, like Ford or Citroën, while other brands may reflect the locale in which the cars are built, some desirable attribute of the car, the initials of the associated parties, or just because they sound good! And a recognizable name deserves a memorable logo. (In this respect, I think Citroën sneaks by Ford.)

Now then, what is a Saab? Well, to begin with, it started out as SAAB, an acronym for "Svenska Aeroplan Aktiebolaget", (Swedish for "Swedish Airplane Ltd.") The company started as a manufacturer of airplanes for the Royal Swedish Air Force, hence one of their earliest logos - a head-on view of a twin-prop airplane with the name SAAB. This visual tie to their heritage remained

for many years, but was later replaced after the merger with Scania in 1984. (At some point, the SAAB acronym simply became a word, "Saab", much like what has happened to FIAT/Fiat.) Of the new logo, designer Carl Frederik Reuterswärd said: "The Symbol consists of a roundel inscribed with two circles, transposed to form a cylindrical band and create an impression of movement. Although each is shown in its own perspective, Saab and Scania are seen as a unit." Uh huh. Yeah. Whatever. When that merger failed, SAAB went even further back to their roots, replacing the familiar airplane with a crowned Griffon's head, heraldic symbol of SAAB's birthplace of Skåne, in southwest Sweden. Now, Saab's spokespeople say the logo"...has now been refined to reflect more clearly the strengthening brand name and a model range which is the most competitive ever produced by Saab." Okaaay...

What of some of the other well-known car brands? What does "BMW" stand for? When I was in my teens, I naïvely believed this initialism to mean "British Motor Works" - I knew it was something Motor Works!

Although the font used has changed over the decades, BMW (Bayerische Motoren Werke, or Bavarian Motor Works) has stayed true to their corporate symbol - a stylized view of a blue sky and white clouds viewed through a propeller, harkening back to their early days as an airplane engine manufacturer. There are some that say that the Roundel, as it is known, merely was a blending of parent company Rapp Motorenwerks and new owner's BMW's logos, incorporating the colors of the Bavarian Free State where they were headquartered, but I prefer the more romantic idea of the view of the sky. Whichever is correct, it must be noted that the BMW logo is considered one of the top ten most recognized commercial symbols in the world - right up there with Nike and Coca Cola. It pays to stick with a good design!

Speaking of sticking to a good design, has anyone else noticed that the Lincoln "Mark Five" (Mk V, et al) has recently evolved into the Lincoln "em kay ex" (MKX)? Is it possible that in Detroit's recent turmoil that Ford hired a new ad agency and forgot to tell them of the millions of ad dollars spent and

THE EVOLUTION OF A BRAND

Just a few examples of Fiat's transformation over the years.



1899



1901



1925



1932



A Two Week Restoration?

In the next issue of Braking News we'll give you all the details of how and why the museum restored this Lotus Europa Twin Cam in less than two weeks!



generations of folks that grew up knowing of the Lincoln "Mark" series of cars? That's one I just don't get...

Other manufacturers have embraced their localities, such as Tatra, named for the nearby Tatra Mountains in then-Czechoslovakia. Much easier to say than the original name - Nesselsdorfer Wagenbau-Fabrikgesellschaft! Aixam is another example of this, no doubt named after the factory's home of Aix-les-Bains, France. Some, such as Amphicar, simply concatenated a new word reflecting the unusual abilities of their automotive offerings. Others may have hoped to instill confidence - Champion, or promises of performance - Excelsior, or perhaps even "cuteness" - Frisky.

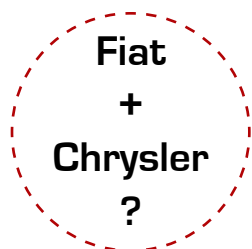
Some defy easy description - anyone know what a "Lexus" is? Cartype.com, a great (but not perfect) reference used in this article, has a story about Lexus. The new brand's name, being of utmost importance to Toyota, was finally narrowed down and being decided between Alexis and Celsius. A team member misunderstood, heard "a Lexus" and went with it. After settling some legal issues with

the research firm LexisNexis, a new brand was born - Lexus! Ahh, perhaps accidents do happen!

If you are at all interested in the history of your marque, and the symbols used in its logo, spend a few minutes on the internet, at a site like Cartype.com, Car-Logos.50Webs.com, or Neatorama.com. Perhaps you will discover the significance of the serpent on an Alfa Romeo logo, the four rings of Audi, or Mitsubishi's diamond star. I have a '67 Sunbeam Alpine, and the Club forum still has lively exchanges about the logo - is it a dog? A lion? A griffon? Whatever it is, it's arguably more interesting than the giant chrome block letters of HUMMER!



2006



Upcoming Events

Get In The Spirit of Giving!

Bring Your **New, Unwrapped** Toys to
Lane Motor Museum
November 27-December 14

Receive **FREE** Admission or a
Voucher to Return Another Day!



Free Day for Veterans and Active Military Monday, November 9, 2009

All veterans and active military get in free in honor of Veterans Day! Don't miss the display of military vehicles representing the U.S., Austria, Czechoslovakia, Germany, Switzerland, and the U.S.S.R.

Annual Member Reception *(Members Only)* Saturday, November 14, 2-5pm

Museum Members: Please join us for our Annual Member Reception! This year will offer some special surprises. Watch for your invitation mid-October!

Day After Thanksgiving Fun!

Friday, November 27, 2009; 11am-4pm

www.lanemotormuseum.org/thanksgiving

Bring the whole family to Lane Motor Museum on the Day After Thanksgiving! We'll offer special tours of our basement collection, rides in museum vehicles, demonstrations and more!

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