

# Your Own Car

The woman is blond haired and dressed conservatively. This is a typical Nazi view of women (no make up/natural look – white teeth)

The VW beetle was designed by Otto Porsche & Hitler

The mountains suggest a link between Germans and the rural ideal (also symbolize the pure Nordic roots of Nazism)

Nazi policies are associated with wealth and a good lifestyle

They are obviously happy with this lifestyle



'Your Own KdF-Car' poster, 1939 ©