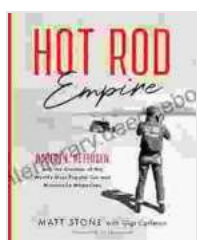


Robert Petersen: And the Creation of the World's Most Popular Car and Motorcycle Publications

Robert Edward Petersen was born in 1911 in Barrington, Illinois. He was the son of Danish immigrants, and his father was a carpenter. Petersen showed an early interest in cars and motorcycles, and he began working in his father's garage at a young age. After graduating from high school, Petersen attended the University of Illinois, where he studied journalism.



Hot Rod Empire: Robert E. Petersen and the Creation of the World's Most Popular Car and Motorcycle

Magazines by Evan Bollinger

★★★★☆ 4.8 out of 5

Language	: English
File size	: 57265 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Print length	: 208 pages
Paperback	: 641 pages
Item Weight	: 1.96 pounds
Dimensions	: 6 x 1.25 x 9 inches
Hardcover	: 494 pages



In 1933, Petersen dropped out of college and moved to Los Angeles, California. He got a job as a reporter for the Los Angeles Times, but he soon left to start his own magazine. In 1942, he founded Petersen

Publishing Company, which would go on to become one of the largest publishers of car and motorcycle magazines in the world.

Petersen's first magazine was called Hot Rod. It was a monthly publication that featured articles on hot rods and custom cars. Hot Rod was a huge success, and it quickly became one of the most popular car magazines in the United States. Petersen followed up the success of Hot Rod with a number of other magazines, including Motor Trend, Car and Driver, and Cycle World.

Petersen's magazines were known for their high-quality photography and writing. They also featured some of the most famous car and motorcycle enthusiasts in the world. Petersen himself was a passionate car enthusiast, and he often wrote articles for his magazines. He was also a collector of classic cars, and he owned a number of rare and exotic vehicles.

Petersen died in 2007 at the age of 95. He was a pioneer in the automotive publishing industry, and his magazines helped to shape the way that people thought about cars and motorcycles. Petersen's legacy lives on through his magazines, which continue to be some of the most popular car and motorcycle publications in the world.

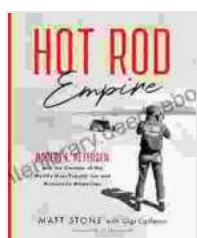
Petersen's Impact on the Car and Motorcycle Industry

- Petersen's magazines helped to popularize hot rods and custom cars.
- Petersen's magazines helped to create a community of car and motorcycle enthusiasts.
- Petersen's magazines helped to promote the automotive industry.

- Petersen's magazines helped to shape the way that people thought about cars and motorcycles.

Petersen's Legacy

Robert Petersen was a visionary who helped to create some of the world's most popular car and motorcycle publications. His magazines continue to be some of the most respected and influential in the automotive industry. Petersen's legacy will continue to live on through his magazines, which will continue to inspire and inform car and motorcycle enthusiasts for generations to come.



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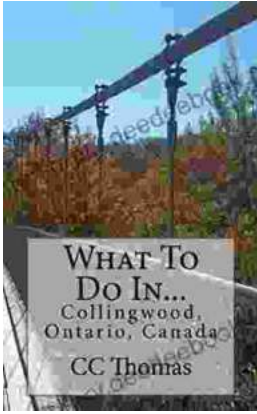
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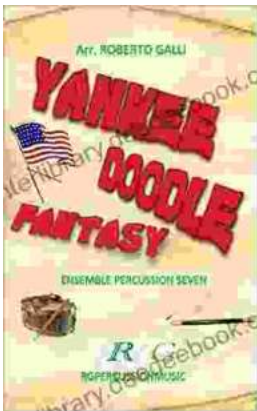
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