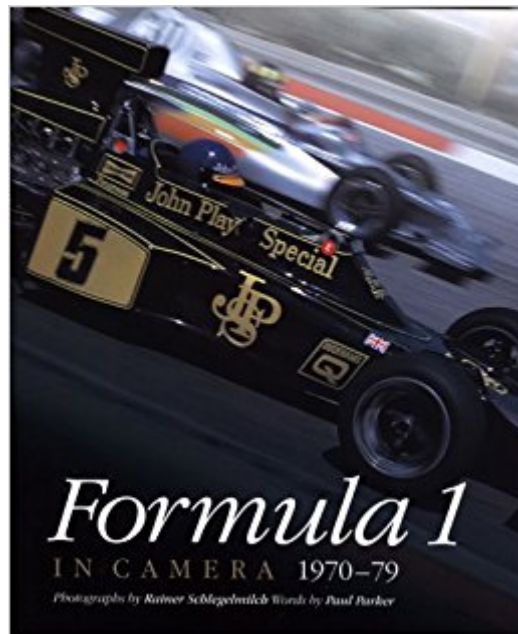




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# Formula 1 In Camera 1970-79



## Synopsis

This beautifully illustrated, deeply nostalgic book examines the evolution of the Grand Prix genre through one of its classic decades, when the sport moved into the increasingly commercial and high-tech era. It is also the story of how sponsors took over the main identity of the teams, with the sport becoming global as the English-speaking drivers were joined by newcomers such as Emerson Fittipaldi, Ronnie Peterson, Jody Scheckter, Niki Lauda and Nelson Piquet.

## Book Information

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## Customer Reviews

'Nostalgia for those who were there, and a motorsport education for those who weren't' Auto Express

Paul Parker is the author of several titles in Haynes's In Camera series covering sports car racing and Formula 1 in the decades 1960-69 and 1970-79, and his work has also been published in Octane, Motor Sport and the Daily Telegraph. He lives in Switzerland.

Arguably, the '70s were the last years of the "traditional" F1, when sportsmen and privateers could still compete, when non-championship races filled in the schedule, and, unfortunately, when death was still lurking constantly. The large grids that resulted made for a very colorful scene, and this book shows more of that aspect of F1 than the first '70s volume in the series. You'll see drivers, cars and teams that you either have never heard of or have long forgotten. Even the major teams surprised with unique color schemes; I remembered the Lowenbrau McLarens, but I never saw a

Lotus team car in Imperial International colors! There are many such gems in this book, and if you have volume 1, you definitely need this volume as well. My only criticism is common to the series: the captions for each two-page spread are often not quite in logical order, and the arrows that point to each photo are rather small. But that's not a big point, and the captions are, in fact, quite informative, almost to excess. (You frequently have to read to the end of a long caption just to find out the identity of the car and driver in the photo.) I don't know if Mr. Parker has enough material to do second volumes of the other decades in this series, but if he does, those books might be equally delightful!

What a great sequel to the last book. Many of the pics were not published in any stuff I've read before. I love this series, especially the 70's when cars looked different and if you erased the sponsorship decals, you could still tell one from another. Drivers kept the same color scheme on their helmets so you knew who was who. Then and earlier, the driver was still a very important component of the race car. A great driver might take a mediocre car to the top. A great car might improve a marginal driver. Today the car is everything. A great driver in a bad car means 15th place! A mediocre driver in a great car also means 15th place. Too complicated and scientific. Ken Tyrrell and Lord Hesketh could not have built today's car on their estates like the 70's and that was a great thing.

The great thing about these series of books is they don't focus on the major teams of the era, they give the small teams some appreciation as well. In fact, there are more pics of the independents of the day than of the factory teams. This means lots of pics of some genuinely ugly ( "innovative" ) cars. Ligiers Tea Pot, something called a Kauhsen WK, the horrid Arrows A1 and A2, Copesucar FD 01, all sorts of oddly decorated McLaren M23's and a March 751 with outboard planks fitted to the rear wing that needs to be seen to be believed! Back markers and DNQ's aplenty! Interesting stuff!

After watching Rush last year, I became very interested in Formula One, building the models of the cars and just wanting to know more about what was going on during the 70's since that seemed to be the time that the teams were experimenting the most with how to improve the performance of the cars. The Tyrrell P34 six-wheeled car and the controversial Brabham "Fan Car" stand out the most but just seeing how the cars evolved drastically from year to year in this era are more than enough reason to purchase this book and the accompanying volume!!

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I've always been a huge Formula 1 fan and have always loved the cars from beginning days and to see them in photographed and with colored, its just absolute amazing!!

Formula 1 in camera 1970-79 From the first page to the last this book will stir memories that, for those who were lucky enough to live through and witness first hand the events of this decade in formula 1 history will live for ever in one's memory. The photography is some of the best ever and some of the most stunning images of their kind captured for ever. This is a must-have book for any F1 fan young or old

This book, together with the other three from the same series provide a trip back to a time when things were much simpler but special people had to overcome difficulties to create technology to increase speed and when driver's safety was beginning to be of greater concern for all involved.

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