



SHIFT

AUTOMOTIVE PUBLICATION OF The Daily Star

THE DESIGN EVOLUTION



1968 - The first of the Original Sweet Sixteen - Custom Camaro.



1968 - Dodge Deora was a scale version of the 1:1 concept.



1969 - Beach Bomb VW took the hippie revolution to a new level.



1970 - Modeled after funny cars, these dragsters tore up carpets.



1975 - Ramblin Wrecker had modern tampon printing.



1976 - Poison Pinto started trend of non-cool cars into hot-rods.



1979 - Scene Machines allowed kids to turn toys into theaters.



1983 - Real Riders series with realistic paint and rubber tyres.



1988 - Bored of the colour? Add hot water and watch paint change.



1995 - Treasure Hunts, adults now fight over them like children.



2011 - The Mars Rover catapulted HW into space.



2013 - Retro Entertainment captures magic of Hollywood.



2016 - Japan Historics series, with old-school JDM classics.



2016 - Forza Motorsport series, with drivable HWs in the game.

The starting point of the most expensive hobby in the world - Hot Wheels

In May of 1968, 16 models of the original Hot Wheels were released. The brainchild of Elliot Handler (founder of Mattel and husband to Ruth Handler, inventor of the Barbie doll), the first series came to be known as the "Original Sweet Sixteen" and the first of the Red Line series, with 11 of them designed by Harry Bentley Bradley, who was an automotive designer working

for Detroit at the time. Designed to be hot rod alternatives to the more realistic Matchbox cars of the time, Hot Wheels became a cultural phenomenon, gaining a significant adult collector following alongside the millions of children worldwide who would play with them as toys. As a manufacturer of toys, HW provided a dizzying array of tracks, gear and merchandise to its younger cus-

tomers, while catering to the collector crowd through limited edition models with realistic details, rubber tyres, larger scales and special packaging that paid tribute to everything from movies to comic books and car cultures. From the first purchase for as low as 99 cents (about 130-150 Taka in Bangladesh), kids and collectors alike are hooked - numerous automotive enthusiasts get

their first taste of the love for cars through this tiny metal toy, and it stays with them for life. From letting kids play out their hot-rodding and home-making fantasies to building a global empire that brought smiles to the faces of millions of children, Elliot and Ruth Handler made a cultural phenomenon out of the toy industry, and we have to thank them for it.

The collectors speak up

S.M. Intisab Shahriyar

"To bump up from nameless and utilitarian die-casts to a sleek green Callaway C7 by Hot Wheels conjures feelings similar to love at first sight, or more realistically, getting paid during the holidays. If playing with a Hot Wheels can replace a trip out of the city, you know it's special."

Ahmed Thameed

"Got my first Hot Wheels more than a decade ago when I asked my father to bring me a Hot Wheels racetrack and he ended up buying me a 1:64 fantasy model. In 2013 I saw Z Rahman Milky posting pictures of his cars after he customized them and after seeing them, it inspired me to buy my own Hot Wheels and customise them as well."

Ehsanur Raza Ronny

"Very first one was the Dixie Challenger in orange way back in the early 80's. Being a 2 or 3 year old, I smashed, chewed and stepped on it. Surprisingly, it survived and then went through a slight custom phase where I brush painted flames on it, followed by a wheel swap back when I was 14/15. More than a decade later, I found it in an old box."

Shaer Reaz

"The first Hot Wheels I had came all the way from America - my aunt brought back an American Muscle 5-pack with the Dodge Viper, Ford Mustang, Chevy Camaro, Ford GT40 and Shelby Cobra. Played with it till they broke axles and chipped off paint - still have the Viper and the Stang. Who knew my destructive child self would go on to be an anti-muscle car fanatic? Probably my mom, who was left to pick up the pieces."

HOT WHEELS HOT FACTS

4,000,000,000+

Number of Hot Wheels produced in total
More cars than Ford, Chrysler and General Motors manufactured vehicles since the start of the auto industry



Placed front-to-rear, all Hot Wheels vehicles produced in the last 40 years would circle the Earth more than four times

\$72,000
Highest price ever paid for a single hw - pink 1969 Beach Bomb in the year 2000



Hot Wheels released its 1968 "Custom Corvette" before General Motors released the real car



800 MODELS
11,000 VARIATIONS

The price of a basic Hot Wheels model hasn't changed since 1968 - 99 cents

Jack Ryan, the head of R&D at Hot Wheels, used to design missiles before he joined.

INFOGRAPHIC: SHAER REAZ

The designer that democratised HW - Jun Imai

WHAT IS HE?

Jun Imai is synonymous with the growth of young JDM car fans. He was designer and director of product design at Hot Wheels from 2004 till just a while ago. He had a background in automotive design.

WHAT DID HE BLOW UP?

He's designed a lot of American and fantasy cars like the Corvette C6R and Dieselboy. But he is really more known for the whole design trend at Hot Wheels that saw a gradual and strong shift towards Japanese classics. Case in point, the Datsun 510 and the consecutive 510 wagon (based on his own 1:1 car), both becoming instant sale successes as well as a customisers' favourite.

HIS BIGGEST HITS

Without doubt all the superb Datsuns and Nissan Skylines. His favorite is the Hakosuka Skyline wagon which just



released recently (more like a farewell send-off). Other notable cars he designed were the Aura Integra, BMW 2002 and the Fb and Fd RX7s. And honorary mention to the introduction of the Toyota 2000gt.

BEST FRIENDS

He's designed a slew

of Porsches along with Magnus Walker.

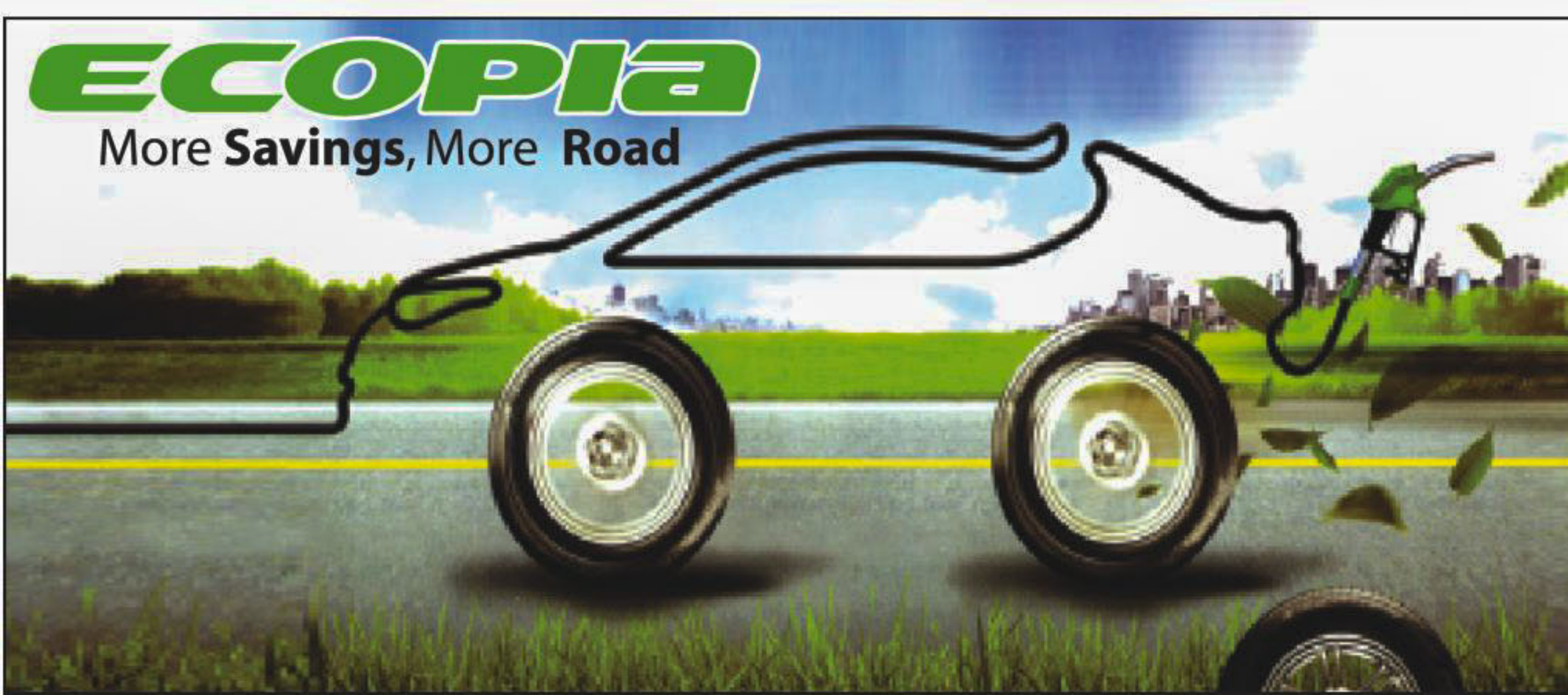
HIS SEMI DUDS

The AE86 he designed as a widely flared road racer looks stubby compared to the sleek and narrow real thing. Same issue with the Buick GN.

WHAT NOW?

He brought on the JDM revolution. But we're sure this is not the end of seeing his work in 1:64 scale.

E.R. RONNY



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Grant Contract Signing Ceremony.

CAPM Venture Capital & Finance Limited (CVCFL) - a public limited company known for its innovative approach and professionalism - signed the Business Finance Challenge Fund (BFCF) Contract with the Business Finance for the Poor in Bangladesh (BFP-B) Programme - funded by UK aid from the UK Government and managed by Nathan Associates London Ltd and Oxford Policy Management Ltd. The project envisions the inclusion of farmers/MSMEs through financing and micro-leasing using a mobile based platform and application service as the delivery channel. This signing ceremony took place on May 22, 2018 at the Head Office of CVCFL. Mr. Mustafizur Rahman, Managing Director of CVCFL and Mr. Feisal Hussain, Team Leader of BFP-B were present on behalf of their respective organizations. On this occasion, top managements of both the organisations were present. Mr. Mustafizur Rahman, Managing Director of CVCFL, says "this project is a great initiative for the financial inclusion of marginal farmers and rural Small and Medium Enterprises which will help in making an even better Digital Bangladesh".

"CVCFL Agricultural Finance Scheme" is a cutting-edge finance facility for the unbanked people of Patnola, Mohadebpur and Dhamoirhat Upazila under Naogaon District. It is designed to deliver services through non-conventional delivery channel i.e. Android Based Mobile Apps. The scheme will facilitate the rural unbanked people to access formal financing and utilize micro-leasing to improve their productivity and increase their profits.