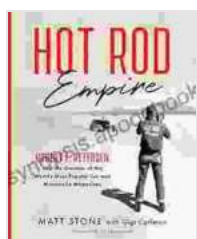


Robert Petersen: Master of Automotive Media and Creator of the World's Most Popular Car and Motorcycle Magazines

Robert E. Petersen, founder of Petersen Publishing Company, was a true visionary in the automotive world. A passionate enthusiast, he had a knack for recognizing the growing popularity of cars and motorcycles and seized the opportunity to create a wide range of influential publications that catered to the needs of both car and motorcycle enthusiasts.

The Early Years: A Childhood Fascination with Cars

Petersen was born on February 24, 1915, in Los Angeles, California. His fascination with cars began at a young age, and he was known to spend hours poring over car magazines and attending car shows. He even built his own soapbox racer at the age of 12, which he raced with great enthusiasm.



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



Starting a Publishing Empire: Hot Rod Magazine

After graduating from high school in 1933, Petersen attended Los Angeles City College, where he studied journalism. In 1938, he founded Petersen Publishing Company and launched his first magazine, *Hot Rod*. This magazine quickly gained popularity among young car enthusiasts and became a leading publication in the burgeoning hot rod culture of the time.

Hot Rod featured articles on car building, racing, and the latest automotive trends. Petersen's innovative approach to journalism and his ability to connect with car enthusiasts made the magazine an instant success. It quickly became the go-to source for information on all things automotive, and its influence helped shape the development of the hot rod movement.

Expanding the Brand: A Range of Automotive Publications

The success of *Hot Rod* led Petersen to expand his publishing empire. In 1942, he launched *Motor Trend*, a magazine that covered a broader range of automotive topics, including car reviews, road tests, and industry news. *Motor Trend* quickly became one of the most respected automotive magazines in the world and remains so to this day.

Petersen continued to expand his publishing empire throughout the 1950s and 1960s. He launched a number of other successful magazines, including *Car Craft*, *4-Wheel & Off-Road*, and *Motorcyclist*. These magazines covered a wide range of automotive topics, from drag racing to off-roading to motorcycles.

Petersen's Legacy: A Lasting Impact on Automotive Media

Robert Petersen passed away in 2007 at the age of 92. However, his legacy continues to live on through his vast collection of automotive publications. Petersen's magazines have played a major role in shaping the automotive landscape for decades, and they continue to be essential reading for car and motorcycle enthusiasts around the world.

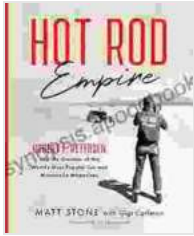
In addition to his publishing empire, Petersen was also a successful businessman and philanthropist. He founded the Petersen Automotive Museum in Los Angeles, which houses one of the world's largest collections of cars and motorcycles. He also established the Petersen Classic, a prestigious car show that is held annually in Los Angeles.

Robert Petersen was a true pioneer in the automotive world. His passion for cars and motorcycles, combined with his innovative approach to journalism, helped to create some of the most popular and influential automotive publications of all time. His legacy will continue to inspire generations of car and motorcycle enthusiasts for years to come.

Robert Petersen was a visionary who forever changed the automotive media landscape. His magazines have played a major role in shaping the automotive culture for decades, and they continue to be essential reading for car and motorcycle enthusiasts around the world. Petersen's legacy is one of innovation, passion, and a deep love for all things automotive.

Learn more about Robert Petersen and the Petersen Automotive Museum

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