

# Implications of Automobile Cultural Memory

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# 92%

**of American households  
own a car (Forbes, 2023)**

# Relevant Quotes

"Cars can be a vehicle for conveying metaphorical aspects of culture and **what people value** besides moving them from one place to another"

"[car] heritage ...emerges out of the **relationship** between **past** and **present** as a reflection of the **future**."

Maori connection

(Stiefel, 2019)



# Stimulus Connections

- Dynamic
- Past/Present/Future

- Define and Represent american values

**Automobile  
Cultural Memory**

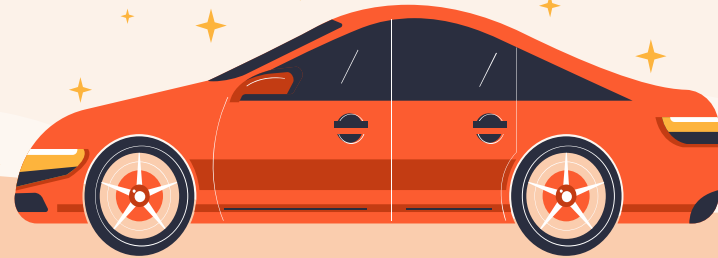
**Historical  
Purpose**

**Maori Oral  
Narratives**

**American  
Democracy**



# **How does Cultural Automobile Memory Shape Contemporary Perceptions and Values in Society?**



# Thesis

## Cultural Automobile Memory

Economic

Socio-Cultural

Environment



# Definition

“Cultural memory is the constructed understanding of the past that is passed from one generation to the next through text, oral traditions, monuments, rites, and other symbols.” (National Geographic Society, 2023)



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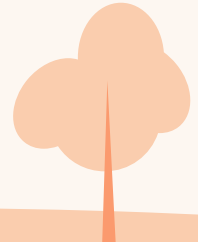
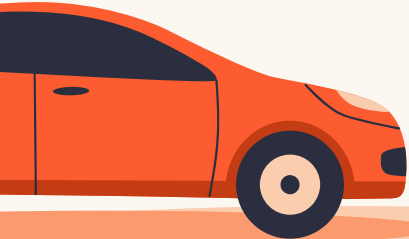
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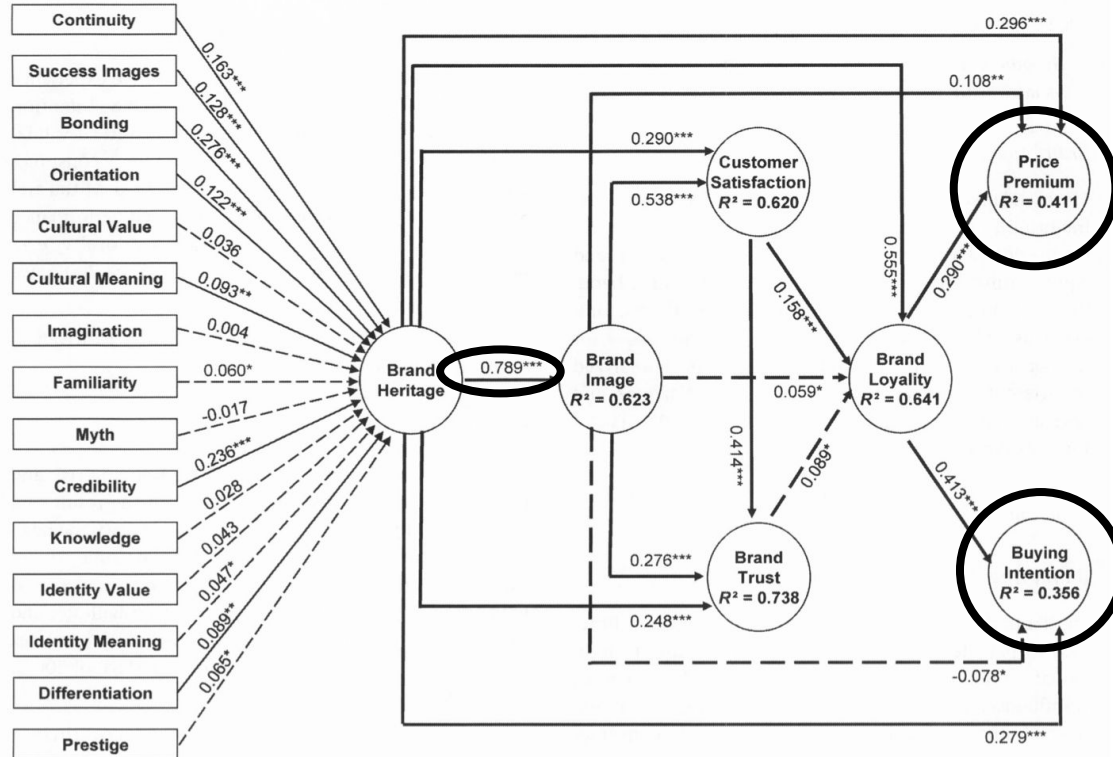
**Bibliography**



# Economic Impacts (+)

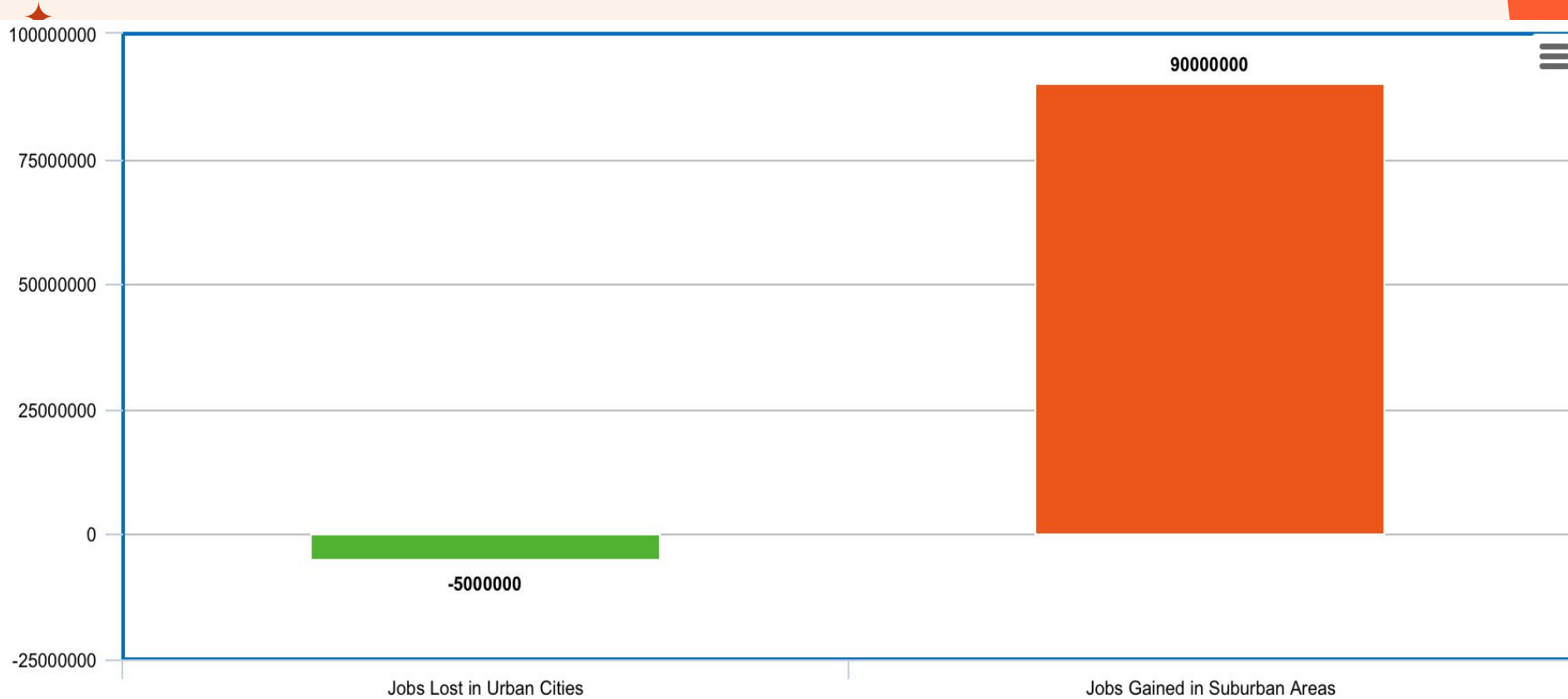
Spring 2011 209

Figure 2  
Drivers and Outcomes of Brand Heritage



\*\*\*  $p = 0.01$ ; \*\*  $p = 0.05$ ; \*  $p = 0.1$ .

# Economic Impacts (-)



(Schloemer 2015)

# Socio-Cultural Impacts (+)

## Chicanos

"Lowriders symbolize Chicano pride and **equality**, preserving **cultural heritage** and uniting communities through **shared identity** and resilience."

(Rodriguez, 2024)

## Americans

"Automobility has affected **identity formation**, gender roles, and the ways people interact with one another...Cars manifest peoples' **identities** and their desires for **autonomy**."

(Stark 2019).

# Socio-Cultural Impacts (-)

## Sexism

Past



Present

"The term "passenger princess" refers to a car guy having an attractive **woman** in the passenger seat as a type of **ornamental** accoutrement, with her function understood to be to a foil to the **driver's dominance**."

"Today women are blamed more for car accidents compared to men ... car guys... promulgate the notion of cars as superior to women on social media and elsewhere."

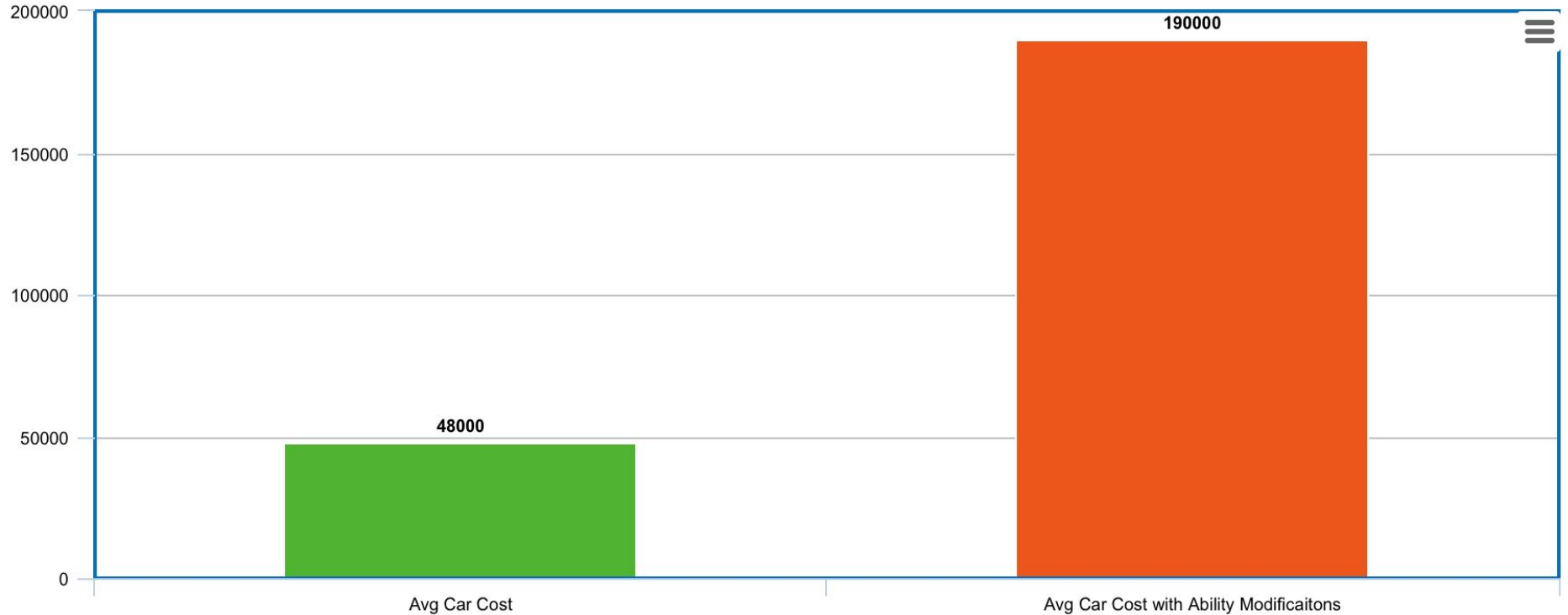
(Dundes 2023)

## Disabled

- Limits Independence for Disabled"
- "Barriers for mobility-disabled individuals"
- ↑ Danger

(Miner 2024)

# Socio-Cultural Impacts (-)



(Tucker, 2021)

(Miner 2024)

## Environmental Impacts (-)

**22%**

**145  
Million  
Tons**

(Nasr, 2025)

“of Germany's entire greenhouse gas emissions came from transportation alone.”

(Helferich, 2024)



# Environmental Impacts (-)

"...eclipsing any negative side effects for people and the environment...rational decision-making and evidence-based policy-making can be effectively sidelined by appealing to this deep [automotive] cultural meaning."

(Mogele, 2020).



# Small Cultural Impact? (Rebuttal)

## Younger Generations

- Automated Skill
- Necessity
- No Cultural Significance
- “influenced by factors like **territorial structure and employment opportunities**”

(Rerat 2018)

## But...

- Economic Impact
- Social Impact
- Car normalization shows car cultural memory's impact.

# Conclusion

## Economic

- Drives Consumer Spending
- Urban Sprawl

## Social

- Symbolizes Chicanos/Americans Values
- Inferiorizes Women
- Disabled Disadvantages

## Environmental

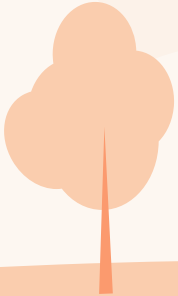
- Air Pollution
- Emotional Attachments

# Addressing Car Dependency



# **Final Words**

**To a Great extent Cultural  
Automobile Memory Shapes  
Contemporary Perceptions and  
Values in Society**



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**Thanks for Watching!**

