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The World of
CAR BADGES

The Complete Reference Guide to the Royal and
National Motoring Associations of the World

ADAC's Car Badges

DMV/ADAC's first symbol, the winged engine, was most likely only produced as a lapel badge. Following the 1905 name change, the now well-known eagle in the club emblem was introduced. It served as a model for the first car badge, which was described in the members' publication *Der Motorfahrer* 1907.



Lapel badge c. 1904
Courtesy ADAC

The second car badge was introduced some time after the last name change. It had a design which prevailed right through till the 21st century, when the eagle ceased to be the organisation's symbol. A peculiar detail is that although most German organisations removed the imperial crown from their corporate identities in 1918, when the empire was abolished, ADAC persisted and kept it on badges and banners until 1927.

During the early 1930s attempts were made using an oval design with the eagle on top of the car badge. This shape was resumed shortly after the Second World War, but then without the eagle. The design was short-lived and in addition co-existed with the revived round eagle badge, which even more so contributed to send it into oblivion. Oval club emblems, instead, came to be synonymous with AvD.

Commemorative car badges were first presented at the 30-year jubilee in 1933, and after that in 10-year cycles between 1953 and 2003. Two exceptions are the 75-year badge from 1978, and the much sought-after badge issued in conjunction with the celebration of ADAC's one millionth member in 1961.



Facsimile of a catalogue page c. 1926. The depicted emblem is yet another variation (Type 3B) of the first ADAC car badge.



DMV poster, 1906. Note the first type logo in the upper left corner.



Type 1 - DMV

Prod. years c. 1907-1911
Measurements in mm 85 x 110
Materials Probably enamelled brass
Comment Facsimile from the members' publication *Der Motorfahrer* 1907. Courtesy ADAC.



Type 2B - ADAC

Prod. years 1913-1927
Measurements in mm Ø 100
Materials Brass, enamel
Comment The imperial crown was introduced in conjunction with the 10th anniversary in 1913. An uncrowned version, Type 2A, was used 1911-1913.



Type 2 Replica

Prod. years 1970s-1980s
Measurements in mm Ø 100
Materials Brass, enamel
Comment Replicas of early types were for use as awards or, mounted on wooden plaques, to foreign motoring associations.



Type 3A

Prod. years 1913-1927
Measurements in mm Ø 100
Materials Brass, enamel
Comment This type was manufactured in a number of variations with the crown still included, until nine years after the abolition of the empire.



Type 3B

Prod. years 1913-1927
Measurements in mm Ø 100
Materials Brass, enamel



Type 3C

Prod. years 1913-1927
Measurements in mm Ø 100
Materials Brass, enamel



Type 4

Prod. years 1927-1930
Measurements in mm Ø 100
Materials Brass, enamel
Comment Introduced nine years after the imperial crown had officially been abolished.



Type 4 Replica

Prod. years 1970s-1980s
Measurements in mm Ø 100
Materials Brass, enamel
Comment This example was presented to the Swedish motoring association Motormännen in 1980.



Type 5 - Motorcycle

Prod. years 1927-1930
Measurements in mm 70 x 100
Materials Brass, enamel
Comment The first model without serial number.



Type 6

Prod. years 1930-1933
Measurements in mm c. 100 x 78
Materials Chrome plated brass
Comment Photo from the Philadelphia Inquirer's supplement *Colorama*, 6 June, 1954 (US) page 28. May also have been issued for motorcycles.



Type 7

Prod. years 1948-1956
Measurements in mm 115 x 75
Materials Gold plated brass or copper, enamel
Comment Co-existed with Type 8 and 9, 1951-1956



Type 8

Prod. years 1951-1953
Measurements in mm Ø 90
Materials Brass, enamel
Comment Appears to have been in use until the 50th Anniversary in 1953. After that the black ring was removed.

The Australian Motoring Associations



The Motor Manual Goodwill Club was started in the early 1950s on the initiative of the magazine 'Australian Monthly Motor Manual'. Ambitions were very high. The idea was to within a few years have local branches all over Australia.

This was not very successful as revealed by the fact that the club's car badges are relatively unknown. The design largely followed the British RAC's concept with a basic badge in which the centre piece could be altered depending on in which part of the country the club was active.

Apart from a few articles and advertisements in the founding magazine there are very few facts preserved from this ambitious post-war experiment.

AUSTRALIA CONSISTS of six States - New South Wales, Queensland, South Australia, Tasmania (which is an island off the south coast of the mainland), Victoria and Western Australia and two Territories - Northern Territory and Australian Capital Territory (within the boundaries of NSW). Each one of them has one or several autonomous motoring organisations, which are coordinated under the Australian Automobile Association. Just like RAC Australia, this main organisation was originally a satellite to its British equivalent (see further in the chapters AA and RAC under Great Britain). The daily operations of the road rescue service, insurances and other member benefits are, however, run exclusively by the individual clubs.

During the period between 1888 and 1949 (and to a lesser extent until 1975) Australia also handled the administration of Papua New Guinea, whose motoring organisations are found in the end of this chapter.

There have at times been organisations trying to compete with the provincial AA and RAC clubs respectively. With the exception of NRMA not one of these are in business today. Where facts have been possible to obtain about these clubs, their badges like those of the other clubs are presented under the state in which they were active.



Australians have always been very fond of motor sports. The British racing legend Stirling Moss, once wrote that 'Australians are so enthusiastic and welcoming. They have such a passion for motor racing, they are like organised Italians.'

AUSTRALIA'S FASTEST CAR

2/6

SPORTS CAR WORLD

FEBRUARY, 1958



THE SUNBEAM SAGA • FAST FIAT SPECIAL

ACA - Automobile Club of America

AUTOMOBILE CLUB OF AMERICA was one of the world's first automobile clubs. Founded in New York in June 1899, it was the most influential American organisation in the early 1900s. The club was among other things an initiator of the 1902 meeting, which led to the formation of the AAA. Despite its grand name, AC of A never became anything but a local club, although its catchment area around New York is obviously huge in comparison with many other cities.

According to written documentation, the club was operating at least until the mid-1960s. It is unlikely that the club should have anything in common with the similar sounding Auto Club of America, which was founded in 1976 and focuses on road assistance.



Type 1

Prod. years c. 1910-1920s
Measurements in mm 90 x 140
Materials Nickel plated brass, enamel
Comment Hollow construction.



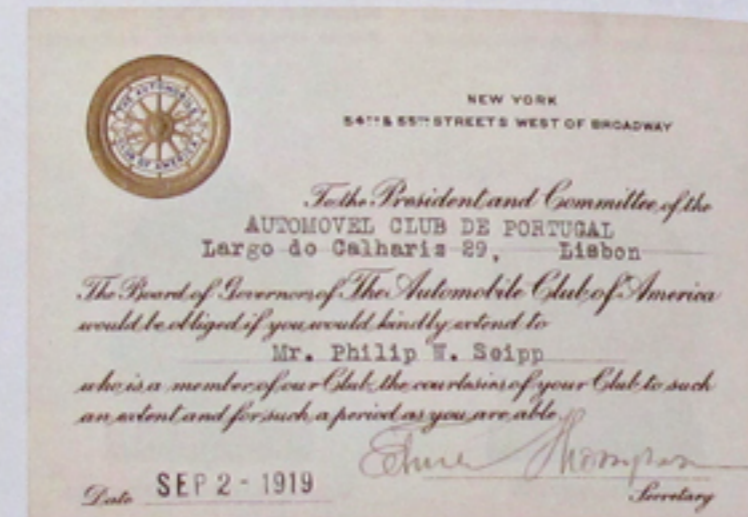
Type 2

Prod. years c. 1910-1920s
Measurements in mm 90 x 140
Materials Nickel plated brass, enamel
Comment Hollow construction.



Type 2 - Club Plate

Prod. years c. 1910-1920s
Measurements in mm 73 x 66
Materials Nickel plated brass, enamel
Comment In contemporary brochures entitled 'Plate' but its purpose remains unclear. See page 20.



Travelling abroad made easy for a member of the ACA.



Type 3

Prod. years 1920s
Measurements in mm 153 x 149
Materials Nickel plated brass, enamel
Comment Renewal tokens were screwed-on and covered the first year of issue (1924 above).



Type 4 - Local Office

Prod. years 1920s-1930s
Measurements in mm Ø 155
Materials Painted enamel on steel

ACSC - Automobile Club of Southern California

As the AC of So. Cal. is the largest individual club of the US, and for a number of years managed entirely without the support of the AAA, it is well worth a mention. It is also one of the few American clubs that has managed to maintain its unique graphic profile for more than a century.

The club was formed on 13 December 1900, though it wasn't until 4 April 1903 that the enterprise was formally established with a board, regulations and membership fees. The first motor race was held in November of that year.

During the following decade the club grew; from a small group of racing enthusiasts to a powerful organisation, which to the joy of the motorists issued maps, road signs and mediated between the police and the club's speeders as well as recommended hotels and garages.

The club is nonetheless mostly renowned for its battle for better roads. Its motto 'Good Roads!' which was coined already 1904 remained part of the club emblem until 1958.

The Car Badges of ACSC

The first car badge was introduced in July of 1914. The logo had then been complemented with a so-called 'Mission Bell', a well-known landmark along the Californian roads around the turn of the century. It was double-sided with the serial number stamped onto the base and the logo of the American Automobile Association in the ring directly above. Following the club's speedy exit from the AAA in 1915 (caused by a dispute over the rights to the club's racing proceeds) this logo was removed and was in a second series substituted with a dot.

The dot was later replaced by an integrated plaque to which the serial number was moved. This third cast metal version was used until the early 1920s when the motto 'The friend to all motorists since 1900' was introduced. In order to make room for the new motto, the fourth series was made with a flat backing plate. At the same time the numbering system was dropped.

By the end of the 1920s the car manufacturers' brightwork started to compete with the traditional car badges, and new models for mounting on radiator grilles and licence plates were brought out. In the 1930s a simplified version of the letter was manufactured. The occurrence of any honorary members' badges during this period has not been verified. The metallic models were used until World War II when metals were rationed, which forced the club to produce a badge entirely out of plastic.

The ties with the AAA were taken up again in 1946, and a number of new car badges of a simplified design were issued, with the AAA's emblem in the same position as 32 years earlier.

The redesigned logotype still in use today, was launched during the summer of 1958: A blue circular plate with a red bell and the AAA's emblem running across. The car badge made out of aluminium was the first type not to include the 'Good Roads' motto. During the 1960s the Californian bear was added into the club's Honor Member badge. The club's last proper car badge, which was manufactured in the 1970s was very simple and was made of sheet metal. Since the early 1980s stickers have superseded the car badges.



Above: The club's original logotype did not have the characteristic 'Mission Bell'. It was added in 1914.
Left: 'James, my Wellingtons!' The standard of the roads surrounding the cities of California were not exactly the best.



Type 1

Prod. years 1914-1915
Measurements in mm 94 x 101
Materials Nickel plated brass
Comment Exactly like Type 2 with the exception of the AAA emblem on the lower centre.



Type 2

Prod. years c. 1915-1917
Measurements in mm 94 x 101
Materials Nickel plated brass, or cast alloy
Comment Hollow or solid constructions. Maker Brock & Co. The dot in the lower centre has been removed on some editions. Serial number on the base.



Type 3

Prod. years c. 1917-1922
Measurements in mm 95 x 102
Materials Nickel plated cast brass
Comment Serial number stamped onto the plaque.

AREAS OMITTED IN THIS SECTION

No records of automobile clubs have been found in the following regions:
 Falkland Islands, French Guyana, Guyana
 The following regions are either shown in other sections or have been omitted as no car badges have been possible to obtain:
 British Guiana (now Guyana) AA British Guiana listed under AA, Great Britain, page 100.



ACA - Automóvil Club Argentino

FOUNDED IN 1904, ACA is South America's oldest motoring association. Throughout its existence, ACA has had a fully developed network of services in the country including petrol stations and schools that train car mechanics. Moreover, the club is deeply committed to the South American central organisation FITAC (formerly FIAC) and was involved in its foundation in 1941.

In 1999, ACA revived the membership in the AIT, that the organisation appears to have left for some 20 years. ACA club badges have had a similar design throughout the 1900s, differing only in the selection of materials and the design of the rising sun.

The abbreviations from the various organisations with whom ACA has been affiliated also provide valuable clues when dating these badges.

In 1968 the 22nd FITAC Congress was held at the ACA headquarters in Buenos Aires. Photo taken from the ACA member magazine 'Auto Club'.



ACA - Type 1

Prod. years 1920s
 Measurements in mm 77 x 96
 Materials Brass, enamel
 Comment Other models may exist, but it appears as if no car badges were issued until the 1920s.



ACA - Type 2B

Prod. years 1930s-1946
 Measurements in mm 86 x 101
 Materials Brass, enamel (first two-piece model)
 Comment Type 2A had a larger tablet underneath the cogwheel. See 25 Year Member on the next page. AIACR's name was changed to FIA in 1946.



ACA - Type 2C

Prod. years 1930s-1946
 Measurements in mm 86 x 101
 Materials Chrome plated brass, enamel
 Comment Probably used with the AIACR abbreviation only a few years after the formation of FIAC (1941).



ACA - Type 3A

Prod. years 1946-Early 1950s (see comment)
 Measurements in mm 91 x 106
 Materials Brass, paint
 Comment The year 1946 refers to the name change from AIACR to FIA. This badge may have been introduced later on.



ACA - Type 4A

Prod. years Probably late 1940s
 Measurements in mm 90 x 106
 Materials Anodised aluminium, paint
 Comment No information has been found that could explain why FIAC has been removed on this model.



ACA - Type 4B

Prod. years Probably late 1940s
 Measurements in mm 90 x 106
 Materials Anodised aluminium, paint
 Comment May have existed in parallel with Type 3A, as ACA appears to have used old stock in the 1940s to 1950s.



ACA - Type 5

Prod. years 1950s
 Measurements in mm 91 x 105
 Materials Brass, chrome plated metal, paint
 Comment Slight differences in the design of the rising sun.



ACA - Type 6A

Prod. years 1950s
 Measurements in mm 91 x 105
 Materials Brass, chrome plated metal, paint



ACA - Type 6B

Prod. years 1950s
 Measurements in mm 91 x 107
 Materials Brass, chrome plated metal, paint
 Comment Slight differences in the design of the rising sun and the hub of the cog-wheel.



ACA - Type 7

Prod. years 1960s-1980s
 Measurements in mm 90 x 107
 Materials Brass, chrome plated metal, paint
 Comment ACA appears to have left all international operations during this period.



ACA - Type 8

Prod. years 1980s
 Measurements in mm 118 x 84
 Materials Acrylic dome on metal backing plate



ACA - 25 Year Member

Prod. years 1930s-1940s
 Measurements in mm 91 x 114
 Materials Unidentified alloy (or brass), enamel, paint
 Comment Made out of an alloy that deteriorated very easily. These badges are rarely found today. This recycled model was issued with updated club details.



ACA - 50th Anniversary

Prod. years 1954
 Measurements in mm 85 x 100
 Materials Brass
 Comment Issued in connection with the 50th anniversary in 1954.



ACA - 75th Anniversary

Prod. years 1979
 Measurements in mm 53 x 57
 Materials Brass
 Comment Originally a commemorative medal but often found on the grilles of members' cars.



The tablet on early 1930s editions (Type 2A) were often used for inscriptions, e. g. when the badge was used as a gift. Note that the 25 Year Member badge above has had its original text insert replaced with a newer one. It appears that ACA dusted off some old stock in the 1940s.