

Dream Car (c. 1962)

Abstract

Germany's rapid economic growth in the 1950s and 1960s raised the standard of living for most people and led to the development of a consumer society. The number of passenger cars, for example, rose from almost 4.5 million in 1960 to 13,941 million in 1970—a more than threefold increase. Luxury goods such as the elegant Mercedes 300 SL, which was launched in 1955, were the outward signs of the increase in prosperity. In 1955, the most expensive model cost around 17,650 DM, or approximately 45,000 Euros (in 2021), adjusted for inflation. The description of the Mercedes SL on the company's website reads: "The two-seater convertible (...) brought joy and color to everyday life during the years of the Economic Miracle" to those who could afford it.

Source



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