



The Oscar Mayer Wienermobile Rolling through History

Imagine the scene back in 1936 when Carl Mayer entered his Uncle Oscar's office with a new advertising idea: a 13-foot long hot dog car that would travel the streets of Chicago and let everyone know about *Oscar Mayer* hot dogs.

It must have taken some explaining to describe his dream of the mobile frank. Luckily, Oscar was a man with vision and gave the project a green light. Since then, each *Wienermobile* has spread miles of smiles and fun wherever it goes. From dodging Duesenbergs in the '30s to hotdogging the highways in the 21st Century, the *Oscar Mayer Wienermobile* is truly a piece of Americana.

Wienermobile Historical Highlights

1936 Carl Mayer, nephew of the company's founder, came up with the idea of a 13-foot metal hot dog on wheels to transport the company spokesperson. General Body Company of Chicago, Illinois, designed the first *Wienermobile*, which featured open cockpits in the center and rear. It was a common sight on the streets of Chicago as it promoted *Oscar Mayer* "German-style Wieners."

1940 By 1940, a glass enclosure was added to provide protection for the driver and passengers, and the *Wienermobile* earned fame throughout the East and Midwest. During World War II, the *Wienermobile* retired from the road due to gas rationing. Oscar Mayer focused efforts on canning meats for our soldiers overseas.

1952 The *Wienermobile* made a triumphant return as five new vehicles hit the streets of America. Designed by Gerstenslager of Wooster, Ohio, and built on a Dodge chassis, the 22-foot long hot dogs were the first to have a sound system and sunroof. A 1952 *Wienermobile* is currently on display at the Henry Ford Museum in Dearborn, Michigan.

1958 Brooks Stevens, designer of Miller Beer's first logo and clear beer bottle and inventor of the "Excalibur" car, created the 1958 *Oscar Mayer Wienermobile*. The futuristic, bubble-nosed wienie on wheels incorporated buns into the design for the first time. Built on a Willys Jeep chassis, Stevens' design had a tremendous impact on the *Wienermobile*, which would influence the next three generations of vehicles.

1969 Two new vehicles were introduced by *Oscar Mayer* mechanics at the company headquarters in Madison, Wisconsin. Using a variety of classic automotive parts, including Ford Thunderbird taillights, these vehicles carried on the *Wienermobile* tradition.





- 1976** The last *Wienermobile* built before the program was discontinued in 1977. This *Wienermobile* was mounted on a 1973 Chevy Motor home chassis. It eventually debuted as the first *Wienermobile* ever to tour a foreign country, visiting Spain in the early 1980s.
- 1977** The *Wienermobile* vehicles were retired from service. Thousands of miles of wear and tear, plus a decision to focus more heavily on television advertising closed the garage door on the program.
- 1986** The *Wienermobile* was brought out for a 50th birthday celebration. Huge crowds of people showed up for its appearances. Cards and letters came pouring in requesting to see the famed two-ton frank. A decision was made to build a new fleet and begin touring again in 1988.
- 1988** Six new 23-foot long fiberglass hot dogs on wheels, toured the country in style. They featured microwave ovens, refrigerators, cellular phones, and stereo systems that played 21 versions of the *Oscar Mayer* Wiener Jingle. Four additional *Wienermobile* vehicles originally were built to tour Japan and Spain.
- 1995** World-renowned California automotive designer Harry Bradley created a concept *Wienermobile* to link *Oscar Mayer* in to the next century. This 27-foot long, 11-foot high General Motors unit has an aerodynamic look with state-of-the-art video equipment, a big screen TV and a hot dog shaped dashboard. The model underwent testing in the wind tunnel at the California Institute of Technology in Pasadena and could, theoretically speaking, haul buns. The fleet of six toured the United States from 1995-2003.
- 1996** The *Oscar Mayer Wienermobile* celebrated its 60th Anniversary. The *Wienermobile* proves an old dog *can* learn new tricks.
- 2000** In true 21st century style, *Oscar Mayer* introduced two new, updated *Wienermobile* vehicles. These new models built upon the 1995 design featuring GPS Navigational systems, more powerful engines, anti-lock brakes, and state-of-the-art audio and visual centers. With the license plates "WNRMBLE" and "IWSHIWR", these jumbo dogs of the *Wienermobile* fleet toured the United States from 2000-2004, bringing miles of smiles to *Wienermobile* fans of all ages.





- 2004** With a brand new recipe hot off the grill, new 2004 *Wienermobile* vehicles hit the road. The inside of these big dogs left nothing to relish. Designed and built at Prototype Source in Santa Barbara, California; Bruce, Dorian and the rest of the crew really Cut the Mustard when they put together this model! The converted Chevrolet – 4 speed/W4 series chassis has a Vortec V8, 6.0 liter 300 HP engine. This grilled fiberglass hot dog that is resting on a lightly toasted fiberglass bun runs only on the highest octane of mustard.
- 2008** In celebration of the brand’s 125th Anniversary, *Oscar Mayer* also added a new member to the iconic *Wienermobile* fleet – the Mini *Wienermobile*! Created at a Santa Barbara, Calif., auto body shop that specializes in custom cars, the Mini *Wienermobile* was built on a BMW Mini Cooper “S” chassis, stands 15 feet long, 8 feet high and weighs 3,600 lbs. Although half the size, the Mini *Wienermobile* was able to “hang with big dogs” as they helped *Oscar Mayer* celebrate its 125th anniversary.
- 2011** To celebrate the 75th anniversary of the *Oscar Mayer Wienermobile* vehicle, the brand added a new dog to the current *Wienermobile* fleet - the first-ever, special edition *Wienermobile* Food Truck. This special-edition vehicle was on the road throughout the summer, serving up *Oscar Mayer* Selects Beef Franks.
- 2013** In Summer 2013, the *Oscar Mayer Wienermobile* tour took on a new form in the *Wienermobile* Run, a cross-country competition pitting all six *Wienermobile* vehicles against each other as they compete to earn the most points and be named champion. The Run gave consumers the opportunity to root for one of six personalized *Wienermobile* vehicles, request tasks, and help determine the course of the *Wienermobile* for the first time in *Oscar Mayer* history.
- 2014** In January 2014, the *Wienermobile* became the first vehicle available for “lease” solely through Twitter. By way of partnership between the *Oscar Mayer* brand and Motor Trend Magazine, fans across the country were able to tweet the hashtag #Tweet2Lease for a chance to have the *Wienermobile* as their personal ride (with the Hotdoggers as their chauffeur’s) for a full eight hours.
- Then, in June 2014, the brand launched the first-ever *Wienermobile* mobile app, which included a virtual 360-degree experience inside the *Wienermobile*, a *Wienermobile* racing game, and a schedule of *Wienermobile* whereabouts on a rolling two weeks.





2015 *Oscar Mayer* added a new vehicle to its fleet that can go where no *Wienermobile* has gone before – the Wiener Rover. The Wiener Rover is an all-terrain, off-roading hot dog on wheels. It is about one-seventh the size of the original *Wienermobile*, is battery-powered and can be controlled by a trained operator via remote control.

2016 At the beginning of 2016, *Oscar Mayer* customized a full-sized RV and paired it with the *Wienermobile* to create the Wienie-Bago: an all-American lodging option that rolled into San Francisco just in time for football's biggest game of the year. The Wienie-Bago was available to fans through a charitable auction, which benefitted Stop Hunger Now.

2017 The #ForTheLoveofHotDogs campaign kicked off with two *Wienermobile* vehicles boarding a barge on Staten Island and traveling to the Statue of Liberty for some breathtaking photo opportunities. They also stopped by Governors Island to hand out samples of the new *Oscar Mayer* hot dogs, which included a new and improved recipe.

In addition, the *Oscar Mayer Wienermobile* demonstrated going to great lengths to deliver the brand's better hot dogs when it made its first-ever stop in Whittier, Alaska, one of the most remote cities in America.

Oscar Mayer also introduced two new assets to the fleet: The WienerDrone and WienerCycle. The WienerCycle is a three-wheeled moped, ideal for tricky urban deliveries, traveling on land with a sidecar that doubles as a hot dog warming station. The WienerDrone is the first unmanned hot dog-carrying aircraft designed for remote location delivery.

2018 To kick off the first week of summer, *Oscar Mayer* introduced Super Hotdogger – a futuristic, JetPack-powered member of the WienerFleet who went to new heights to continue the brand's commitment of delivering a better *Oscar Mayer* hot dog.

2021 *Oscar Mayer* unveiled a FRANKtastic new look for the brand that brings it into a modern era that's more reflective of the world today. We're inviting people to "Keep it Oscar." This is a state of mind that Hotdoggers live in every day, and was built to invite everyone to see the world through our meat-colored glasses and take life less seriously. The good news is, we're not budging from our core promise of sparking smiles. After all, it's in our BOLO-DNA.

