



Herbie Fully Loaded Beloved VW Gets A Sporty Makeover

It all started in 1968, when Walt Disney Pictures introduced the world to a Volkswagen Beetle called Herbie. "The Love Bug" won the hearts of Disney fans and car lovers, further securing the VW's place in pop culture. In 2005, Herbie appeared in his first feature-length film since 1980's "Herbie Goes Bananas." "Herbie: Fully Loaded" introduced a new audience to this quirky Beetle, and brought along a few updates.

Herbie Gets A Makeover

Mid America Motorworks is home to Herbie #16 from Herbie: Fully Loaded, one of 30+ VWs used during filming. This particular Beetle was one of the street racer Herbies, styled to bring Herbie out of the 1960s (and the junkyard) and into the 21st Century.

Throughout the film series, Herbie's appearance has undergone tweaks and changes. Those changes are most apparent in Fully Loaded, as Herbie is rescued from a junkyard and made into a NASCAR contender. Herbie's changes include a pearl white paint, whale-tail rear spoiler, intake vents ahead of the rear wheels, a windowed rear engine cover with blue LED lights and lowered suspension with wider tires. Other, more subtle changes seem to have been made to restore Herbie to the original style and design.





Racing Stripes

In "The Love Bug," Herbie's racing stripes are red, white and blue. The blue changes to a darker, almost black shade in the next three films. For Fully Loaded, the original blue makes its return.

Racing Number

The font of Herbie's number 53 started out round, bold and large. For "Herbie: Fully Loaded," the numbers are thinner, slightly larger and positioned lower on the hood.

Side Mirror

Over the course of the six films, Herbie's side mirror goes from a round shape, to an oval and back to round in Fully Loaded.

Rag Top Roof

Herbie's rag top roof started out gray with the racing stripes across the top, from front to back. For "Herbie: Fully Loaded," the top is gray, but the racing stripes are no longer present.

Mid America Motorworks On Set

Walt Disney Pictures actually reached out to Mid America Motorworks during filming to become a sponsor of the movie. Of course, we jumped at the opportunity and supplied aftermarket VW parts and accessories that were used in the film. Next time you watch "Herbie: Fully Loaded," keep an eye out for Mid America Motorworks. You'll find our familiar M Curve logo throughout the movie, including during the big race!

Herbie's Lasting Impression

"Herbie: Fully Loaded" was successful in introducing a new generation of Disney fans to this unique VW. The popularity of Herbie is easily seen, as Herbies from the film are on display at the Volo Auto Museum in Chicago, the Petersen Automotive Museum in Los Angeles and of course, the MY Garage Museum in Effingham, Ill. Stop by to see him – and our other rare vehicles – seven days a week!

