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Roadside America

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Texas Pick up Truck Culture

In Texas you see more big pick up trucks as in per capital and there are reasons behind it like the culture, the economics and also the size of Texas. There are a lot of subcultures in Texas about automobility and getting around. From my observations people have pick up trucks in no-where towns, small towns and large cities like Austin. What purpose do they serve in Austin?

In the article **Why Texas loves trucks** the article mentions how big Texas is and the phrase **"Everything is bigger in Texas"** and how that phrase gets into marking the giant pick up trucks. Gas is cheaper in Texas because of the oil boom making having a truck not as expensive as it would be outside of Texas. There is also a quote from the Texas revolution **"You may all go to hell and I will go to Texas(Davy Crockett)"** that get marked for the giant trucks as in the assertive attitude towards the world. The trucks are so useful because of the empty bed the trucks can tow stuff too.

There slogans that get placed in advertisements like **"Don't mess with Texas"** I seen in marketing against littering and also in trucks adverts. There is others with similar meaning like that are usually only seen in truck advertisements like **"Built in Texas by Texans"** to associate trucks with Texas and Texan attitude. The slogans help portray pride and Texans is known for being prideful. Having a car is not special in the USA and people want to. *[missing more examples on websites]* In the Toyota article naming the Toyota Tundra truck the truck has **"Texas-Built"** in the name to describe the truck, the article also says its a Texas story too.

Pick-Me-Up from Texas Highways seems to have more of an insiders look on the culture. Many Texans are drawn to the utility of a pick up truck they can hold stuff that a car trunk can't. Also you can jump a curb and go off road with the trucks. Some people who are shorter like to look down on others from inside a truck. There are many things that draw Texans to a pick up truck rather than a car. This shows in statistics and according to **In the Land of Pickups, Texas is King** Texas has the highest purchase rate of pick ups and the automobile population is about 25% pick ups and the giant pick up truck is seen as a thing of status and wealth not a fancy car or a sports car like a lamborghini.

The pick up truck being associated with status can have major influences. The demand for trucks is influencing companies and what decisions they make like Toyota is using Texas to help to become a major car company in the USA. The company relies on a truck hit. Texas might carry the truck hit in the USA.

West Texas has a lot of farmland and this means there is a need for pick up trucks and the meaning behind one is different it is more of a need than a status symbol even tho they are prideful. Some places in Texas you need a truck and others like cities you don't. In rural areas with horse and buggy or horse drawn wagons being used as transportation to everywhere like a church when trucks became available you see several trucks at churches in the area now.

Most American have freedom as a part of there culture. Some of these people want to express this in various ways like with their automobile. Having a truck can mean being free from your family or from the road. They even use bumper stickers for this like with the giant pick up truck I saw with Davy Crockett's quote on the back windshield in GeorgeTown Texas. The sticker is on the back windshield making it harder to read from a car it seems like its for other people in trucks also its slightly off center. If they use the bed the stuff can block the sticker. Having this sticker can mean that they rarely use the bed for the intended purpous like with large items or a lot of smaller items these can obstruct the sticker from view to other truck owners.

The pick up truck having a meaning in being a status symbol is a recent thing. Brown use the truck as a symbol for American industrial age. In the southern states of US the meaning is different in being expressing ideas of being tough, useful and showing the world your masculinity.

In Texas there is a Texas-sized number of trucks one out of four automobiles being sold is a pick up truck. Texas has rough small roads in rural areas that can not a nice ride in a car; a lot of Texans live in cities where all of the road are made from asphalt not gravel, dirt or covered with potholes or some combination of the three. The pick up truck is a symbol of a masculinity. Tucks being used for practical uses like towing, hauling larger payloads, going off road and for farm work or yard work. When cities became more common some people still get trucks. The use of trucks in cities is different with people use the for outing and also annoying things like tailgating. By my observations he drivers they tend to want to go fast and speed by at lest 10mph and some will tailgate because the driver is not fats enough despite them going speed limit. At lest they are fast.

Truck ownership in cities can be explained for a yering for a time when having a pick up truck was considered just about being a man. According to the author of **Pick-Me-Up** “Women buy between 15% and 20% of trucks (that’s my best guess, anyway, based on limited data and conversations with dealers), but a truck is considered a man’s car.(Sarah).” Still trucks are very popular in Texas in cities and rural areas. The truck is considered a symbol of masculinity and along side being an economic success status symbol.

Texas has the highest per capita rate of trucks and companies like Toyota is investing on this to make more money. Toyota did a sales promotion with the cowboy boot company Lucchese to sell a limited item a Toyota Tundra with the boot branding. This reinforces the idea of a pick up truck being a symbol of masculinity. People with simmler ideas about automobiles can make a new subculture and this can influence other people who are not a part of the subculture like companies or investors.

Pick up trucks became a part of Texas culture and automobile culture as a subculture bubble that has influenced the economy in many ways. The pick up truck drivers want to show the world their economic success by owning and using a truck also keeping it spotless. There are many economic status symbols and they vary depending on where you are but there are patterns in usually when on the road the expensive cars and sports cars are the symbols of success in life. In Texas the expensive cars and the giant spotless pick up trucks are the symbols of success in life.

The purpose of the pick up trucks served in large cities like Austin. The main purpose of owning one in a city is one of pride and showing off your success in a similar way to owning an expensive car but in addition they might use the truck for the intended purpose or they just want to be up high when it's compared to cars.

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This also changes the language used in advertisements towards Texans.