

ethos

awards

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You've seen it countless times, a car with a world of potential, but so utterly pathetic there's no way its owner has ever had a date in that thing. But fear not! Ethos is here to offer up tips from the most savvy car owners at Iowa State. Below are the best of the best, awarded on daring design, thrilling add-ons, and all-around "pimpage." So take some advice from Ethos, and snag yourself some eye candy.

The "never underestimate a play on the word 'balls'" award:



For the avid sports fan, a witty bumper sticker is an absolute must. Found in a parking lot, this diamond in the rough reminds us how profound middle-school body part humor can be.

The "clearly over-compensating for something" award:



Although this truck is just begging to be analyzed by the next Freudian psychologist, we thought it was a perfect example of how to stylishly deplete the ozone. We also liked the aerodynamic quality of the exhaust "horns."

The "most clever way to show 'LOTR' some love award:



Anyone can buy a shirt, lunch box, or even the less-common action figure, but it takes one extreme fan to scout out a hobbit bumper sticker. This ode to "Lord of the Rings" is creative and will brighten anyone's day during rush-hour traffic.

The "largest truck-to-tire ratio" award:



Originality doesn't always come in the form of trendy accessories. Sometimes you have to use a little elbow grease and change the whole look of a vehicle. These monster wheels are not only perfect for off-roading, but they make this tiny truck into one mean machine.

The "best tribute to roadkill" award:



Driving down a back highway, it's an inevitable reality to interface with an unlucky forest critter. The owner of this car had the right idea. Instead of involving pesky animal control, dismantle the thing yourself, and keep the tail as a classy antenna topper.

The "last thing you'd want to see in your rearview mirror" award:



Don't slam on your brakes in front of this mad piece of metal. With a grill like that, Nelly will definitely be jealous. Just watch out, or it might take a bite out of you!