

The 21<sup>st</sup> century has witnessed the explosive growth of both Korean popular culture (K-Pop) and Korean automobiles. Although at first there is no obvious connection, it would be naive to not appreciate industrial aspects of K-Pop and popular cultural aspects of automobiles (Car-Pop?). This paper argues that K-Pop and Car-Pop are often portrayed as nationalistic stories about artistic/cultural and social/industrial traditions unique to Korea, but while the social/industrial claim is true, the artistic/cultural one is not. Korea's unique ability is to deploy its industrial machinery to transform bolder performances and designs originating elsewhere into inoffensive forms with broad cross-cultural appeal.