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2007 Golf Yellow Pages CarTech Inc

As the muscle car wars developed in the early 1960s, auto manufacturers scrambled to find catchy marketing campaigns to entice the buying public into their dealerships. General Motors, Ford, and Chrysler, with all their divisions, as well as AMC and Studebaker, inevitably sank billions of dollars into one-upmanship in an effort to vie for the consumer's last dollar. Automotive writer Diego Rosenberg examines the tactics and components used by manufacturers in waging war against one another in the muscle car era. Manufacturers poured millions into racing programs, operating under the principle of "Win on Sunday, Sell on Monday." Cars were given catchy nicknames, such as The GTO Judge, Plymouth Roadrunner, Cobra, and Dodge Super Bee. Entire manufacturer lines were given catchy marketing campaigns, such as Dodge's Scat Pack, AMC's Go Package, and Ford's Total Performance. From racing to commercials to print ads, from

dealer showrooms to national auto shows, each manufacturer had its own approach in vying for the buyer's attention, and gimmicks and tactics ranged from comical to dead serious. Selling the American Muscle Car: Marketing Detroit Iron in the 60s and 70s takes you back to an era when options were plentiful and performance was cheap. You will relive or be introduced to some of the cleverest marketing campaigns created during a time when America was changing every day.

Popular Science Motorbooks

Popular Mechanics inspires, instructs and influences readers to help them master the modern world. Whether it's practical DIY home-improvement tips, gadgets and digital technology, information on the newest cars or the latest breakthroughs in science -- PM is the ultimate guide to our high-tech lifestyle.

Popular Science Plunkett Research, Ltd.

Popular Science gives our readers the information and tools to improve their technology and their world. The core belief that Popular Science and our readers share: The future is going to be better, and science and technology are the driving forces that will help make it better.

Golf Manager's Handbook Veloce Publishing Ltd

This is the high-performance tale of what was undoubtedly the fastest, loosest era in automotive history. Through the 1960s and into the 1970s, America's carmakers fought an unbridled war for street supremacy. The warriors ranged from light and agile Z/28 Camaros and Boss 302 Mustangs to big-block brutes like the 440 Road Runner and Stage I 455 Buick GS. A few of these boulevard brawlers were closing on 500 horsepower before the insurance lobby, Ralph Nader, OPEC, and various governmental agencies conspired to stop the madness. Muscle cars all but disappeared by 1974, with only a few anemic models soldiering through the 1980s. But by the 1990s, thanks to vastly improved engine technology, muscle cars were back with a vengeance. Motor City Muscle traces the full history right up to today's new Mustang, Camaro, and Challenger.

Popular Mechanics Veloce Publishing Ltd

The new updated and enlarged edition of the only book on the complete Jaguar XK/XKR range of 1996 to 2014. Covering design, development, maintenance, modifications and full model-by-model details, this is the perfect 'handbook' for the XK range.

Popular Mechanics CarTech Inc

Having this book in your pocket is just like having a real marque expert by your side. Benefit from the author's years of Mercedes-Benz ownership, learn how to spot a bad car quickly, and how to assess a promising car like a professional. Get the right car at the right price!

United States-Canadian Automobile Agreement, Hearing, 89-1, Sept. 14-21, 1965 Golf Yellow Pages

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Porsche 911 Buyer's Guide Veloce Publishing Ltd

An entire volume dedicated to detailing and preserving the iconic muscle car dealerships of the 1960s and early 1970s, many whose doors are now closed. Text is supported with more than 350 historic photos and illustrations. Muscle car historian Duncan Brown revisits this glorious automotive era when Nickey 427 Camaros and supercharged Dodge Demons by Grand Spaulding Dodge terrorized the streets. Drag sponsored cars from Reynolds Buick, Yeakel Chrysler-Plymouth, and Mel Burns Ford informed buyers that if you came to their dealership, you too could have a screaming fast muscle car just like the ones you saw at the dragstrip. It was these dealerships that created the lasting muscle car legacy through their innovative advertising and over-the-top performance. The majority of these dealerships floundered, unable to re-attract the customers they had prior to the muscle car. Thankfully, a volume has been dedicated to preserving the history of those less fortunate and revisiting the past success of these Lost Muscle Car Dealerships.

Motor Trend CarTech Inc

p.p1 {margin: 0.0px 0.0px 0.0px 0.0px; font: 12.0px Arial} When the first Corvette was introduced to the public through the travelling caravan known as Motorama, everyone knew there was something special about it. Each subsequent model continued to strengthen that position. But how do you upgrade America's favorite sports car? Make it a special edition! Special edition Corvettes are the tip of the spear when it comes to the American auto manufacturers special models. Luminous cars such as the 1967 L88 convertible, 1969 aluminum block ZL1, and 2015 Z06 #001 have all commanded a million dollars or more. Modern dealer-tuned cars from Lingenfelter, Calloway, and Hennessey have carried the tradition of making a great Corvette even better. Extremely low mileage on 1978 Pace Cars indicate that people

have thought of these cars as investments for nearly 40 years. Keith Cornett of Corvetteblogger.com compiles a murderer's row of special-edition Corvettes in this first-ever compilation on the subject. This book is an encyclopedia of information, as you will learn about some of the rarest Corvettes on the planet. It will serve as a guide if you're looking to add one of these special machines to your collection. Everything you've ever wanted to learn about collectible Corvettes is in Corvette Special Editions.

Popular Science Arcadia Publishing

Generously illustrated volume relates the history of the 4.6- and 5.0-liter Mustangs manufactured from 1979 to 1998, discussing topics like design, production, racing and designers.

Motor City Muscle CarTech Inc

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Selling the American Muscle Car

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Popular Mechanics

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Chevy Big-Block Engine Parts Interchange

The venerable Chevy big-block engines have proven themselves for more than half a century as the power plant of choice for incredible performance on the street and strip. They were innovators and dominators of the muscle car wars of the 1960s and featured a versatile design architecture that made them perfect for both cars and trucks alike. Throughout their impressive production run, the Chevy big-block engines underwent many generations of updates and improvements. Understanding which parts are compatible and work best for your specific project is fundamental to a successful and satisfying Chevy big-block engine build. In Chevy Big-Block Engine Parts Interchange, hundreds of factory part numbers, RPOs, and detailed color photos covering all generations of the Chevy big-block engine are included. Every component is detailed, from crankshafts and rods to cylinder heads and intakes. You'll learn what works, what doesn't, and how to swap components among different engine displacements and generations. This handy and informative reference manual lets you create entirely unique Chevy big-block engines with strokes, bores, and power outputs never seen in factory configurations. Also included is real-world expert guidance on aftermarket performance parts and even turnkey crate motors. It's a comprehensive guide for your period-correct restoration or performance build. John Baechtel brings his accumulated knowledge and experience of more than 34 years of high-performance engine and vehicle testing to this book. He details Chevy big-block engines and their various components like never before with definitive answers to tough interchange questions and clear instructions for tracking down rare parts. You will constantly reference the Chevy Big-Block Parts Interchange on excursions to scrap yards and swap meets, and certainly while building your own Chevy big-block engine.

Popular Science

Provides information on the truck and specialty vehicles business, including: automotive industry trends and market research;

mergers, acquisitions, globalization; automobile manufacturers; truck makers; makers of specialty vehicles such as RVs; automobile loans, insurance and other financial services; dealerships; and, components manufacturers.

Corvette Special Editions

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Popular Mechanics

The Porsche 911 Buyer's Guide takes a year-by-year approach to what a prospective buyer should look for when evaluating a used 911. For each year, from 1965 to the present, the author examines the problematic areas of each model, what to ask the seller, and much more.

Volkswagen Golf GTI

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Middletown Pacemakers

Follows a NASCAR crew as they design and prepare their race car for competition. Details such aspects as tire selection, engine design, pit stop routines, damage repair, and more.