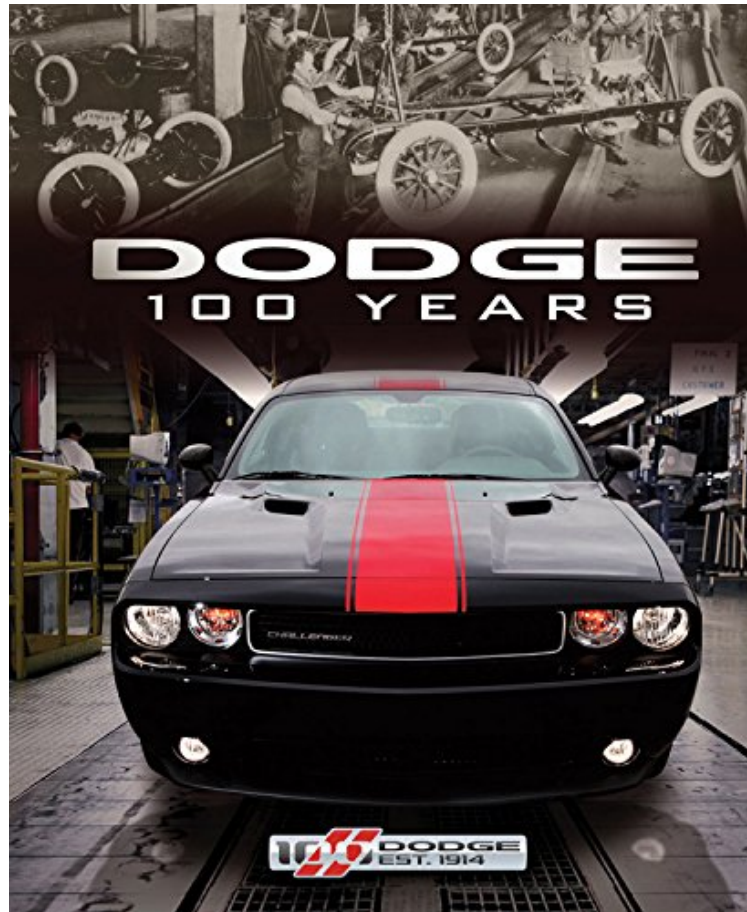


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Dodge 100 Years

Matt DeLorenzo

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Matt DeLorenzo : Dodge 100 Years before purchasing it in order to gage whether or not it would be worth my time, and all praised Dodge 100 Years:

3 of 3 people found the following review helpful. Dodge 100 Years well done and beautifully presentedBy 60gramI got this book for my Challenger driving husband. He reads parts of it aloud, to share details about the development and history of his Dodge. I even looked though parts which talk about the early years of development of the company. It is a very interesting book on many levels. There is a section on Dodge as part of the War effort. A nice mix of very old black and white photos mixed pretty evenly with lovely color photos of Dodges in modern colors. You can feel the excitement again of the muscle car era and Dodge's part in that mix. Then the retro return of the Challenger in recent years, surviving it's chief rival the Firebird. As a Camaro owner, I must confess, this is one of the most interesting car books i have read since Richard Petty's autobiography.2 of 2 people found the following review helpful. Excellent book with great photos and the complete story of ...By miguel payetExcellent book with great photos and the complete story of one of America's coolest brand car. It gives a complete detail of Dodge in each decade, from the early years of the automobile industry, to the muscle car age of the sixties and early seventies until the latest car model of the 2010's

(Dodge Challenger, Charger, Nitro, Neon etc...). If you are a car guy this is the book to own. 0 of 0 people found the following review helpful. MOPAR -01By MARIE P.GREAT GUY GIFT . Husband got one and one for a friend. Both loved them . Nice photos without being too big

The year was 1900 when Horace and John Dodge founded the Dodge Brothers Company, in a machine shop in Detroit, Michigan. The high-quality components they produced advanced the dawn of the American automotive industry, appearing in the famous Curved Dash Olds and Henry Ford's Model A. Soon, the brothers became the exclusive supplier to Ford, a position they would hold for over a decade before breaking out on their own in 1913 to produce their first car a year later. In *Dodge 100 Years*, renowned automotive journalist Matt DeLorenzo provides an unrivaled chronicle of Dodge throughout the past century. Starting with the company's modest beginnings in the 1900s, DeLorenzo recounts the brothers' story from their decision to venture into full automotive manufacturing, to their untimely deaths in 1920, and finally the company's purchase by Chrysler in 1928. This book's rich history also tells the tale of Dodge's role in the "arsenal of democracy" during World War II and its iconic lineup during the late 1950s. The Dodge story is not without its struggles: while the division played a key part in the muscle-car wars of the 1960s and early '70s, the oil crisis of 1973 took its toll on Dodge and Chrysler as other manufacturers moved toward more efficient models. Under the strong leadership of Lee Iacocca from 1979 onward, Dodge reasserted itself with such vehicles as the K-car and the Caravan minivan. The Dodge story wouldn't be complete without speaking to its iconic performance cars like the Viper, Challenger, and Charger, as well as what's in store for its future as indicated by the innovative Dart. *Dodge 100 Years* is more than a tale of classic American perseverance; it is a celebration of one of America's most beloved and enduring automotive brands.

'a quality publication, well written and beautifully printed and bound. Most impressive!' 'an interesting read, not least the section covering WW2 vehicle production and the more memorable concept cars'