



Chevrolet : 1911-1960

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Monografía

The Chevrolet car and truck business traces its roots back to Michigans lumber industry in the middle of the 19th century. Lumber mills gave way to carriage and wagon manufacturing and the claim, before motorcars burst on the scene, that Flint was the vehicle capital of the world. This is the story of how those wagon makers quickly converted to producing automobiles, overtaking automotive pioneer and archrival Ford in sales, and building the Chevrolet brand into the global powerhouse entity it is today. This volume traces the first half (1911-1960) of Chevrolets 100-year history in photographic detail and provides an unparalleled spotter guide for long-forgotten (or never-known) Chevrolet cars and trucks

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