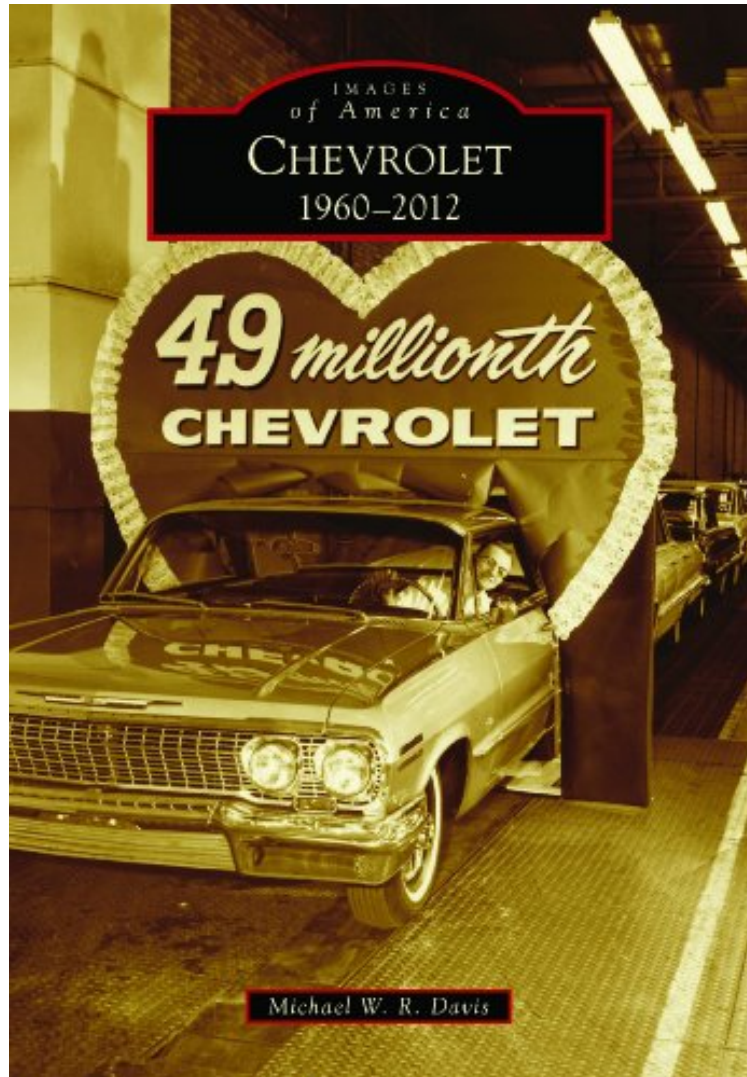


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Chevrolet: 1960-2012 (Images of America)

Michael W. R. Davis

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Images of America: Chevrolet: 1960-2012 is the second of a two-volume photographic history of Chevrolet, one of the world's best-known automotive brands, symbolized by the bow tie emblem. From 1960 to 2012, the US auto industry and Chevrolet experienced fundamental changes in their products and business plans. In the 50-plus years illustrated here, two basic changes in the marketing of motor vehicles is evident: the rising proportion of trucks among all vehicles sold and the incursion of European and Asian brands into the market. Even though the number of different Chevrolet passenger car models tripled, total car sales for the brand fell. Chevrolet: 1960-2012 relates the year-by-year evolution of the US auto business via what was once the largest-selling make.

About the Author Michael W.R. Davis is a veteran automotive journalist and historian and author of seven Arcadia titles. Following seven years as a journalist in Miami and Detroit, Davis spent a quarter century at Ford Motor Company. After retiring from Ford, he returned to journalism and served as executive director of the Detroit Historical Society. He holds degrees from Yale and Eastern Michigan Universities, is a member of the Society of Automotive Historians, and has been a long-time trustee of the National Automotive History Collection at the Detroit Public Library, the source of many images in this book.