

History of the Chrysler Corporation: The Great Lakes Series



Riding the Roller Coaster: A History of the Chrysler Corporation (Great Lakes Books Series) by Charles K. Hyde

★★★★★ 4.3 out of 5

Language : English



File size : 19575 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting: Enabled
Word Wise : Enabled
Print length : 394 pages



A Legacy of Innovation and Design

The Chrysler Corporation, a titan in the automotive industry, has a rich history spanning over a century. From its humble beginnings to its rise as a global powerhouse, the company has left an indelible mark on the world of transportation. The Great Lakes Series, a comprehensive collection of books, provides an unparalleled account of this extraordinary journey.

Volume 1: Early Years and the Birth of Chrysler

Volume 1 of the Great Lakes Series takes us back to the early 20th century, where the seeds of the Chrysler Corporation were sown. We witness the rise of Walter P. Chrysler, a visionary engineer and entrepreneur who played a pivotal role in shaping the company's destiny. The book chronicles the development of Chrysler's first vehicles, including the iconic Airflow, and the company's early successes in the competitive automotive market.

Volume 2: Expansion and Innovation

As the Chrysler Corporation grew and expanded in the 1930s and 1940s, it became known for its bold and forward-thinking designs. Volume 2 of the Great Lakes Series explores the development of such legendary vehicles as the Plymouth Fury and the Chrysler New Yorker. It also sheds light on

the company's wartime contributions and its role in the post-war economic boom.

Volume 3: The Post-War Era and the Golden Age of Detroit

The post-war era witnessed the Chrysler Corporation's rise to prominence as one of the "Big Three" automakers in the United States. Volume 3 of the Great Lakes Series delves into this golden age of Detroit, exploring the development of such iconic models as the Chrysler Imperial and the Dodge Charger. The book also examines the company's involvement in the muscle car wars and its response to the changing consumer demands of the 1960s and 1970s.

Volume 4: The Modern Era and Global Expansion

In Volume 4 of the Great Lakes Series, we follow the Chrysler Corporation as it navigates the challenges and opportunities of the modern era. The book explores the company's global expansion, its strategic alliances with other automakers, and its commitment to sustainability and innovation. We witness the development of such groundbreaking vehicles as the Chrysler Pacifica minivan and the Jeep Grand Cherokee.

A Comprehensive and Captivating Account

The Great Lakes Series is a must-read for automotive enthusiasts, historians, and anyone interested in the rise of one of the world's most iconic corporations. With its detailed accounts, rare photographs, and exclusive interviews, the series provides a comprehensive and captivating account of the Chrysler Corporation's rich history.

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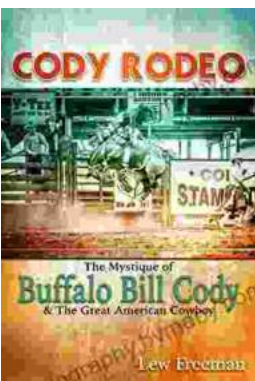
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