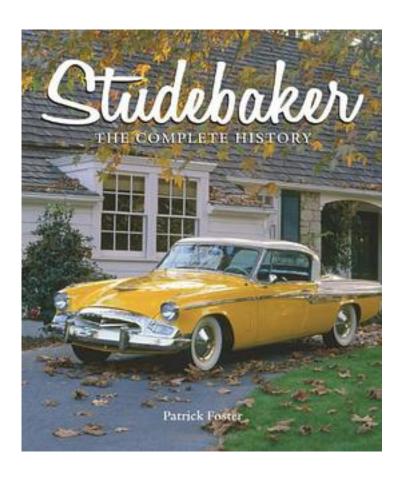
## Studebaker



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Studebaker began business as a builder of covered wagons, and by 1921 they were the number four automaker in America. By 1932, they were bankrupt - and that was only the beginning of one of the most remarkable stories in automobile history. "Studebaker: The Complete History" tells the full and fabulously colorful history of this icon of the American automotive scene. Rife with triumph and tragedy, brilliant moves, boneheaded decisions, Studebaker's decades of building cars makes for a

tempestuous saga featuring some of the most interesting, flamboyant, arrogant, and stupid characters in business history!But, above all, the story features cars that, for countless people, truly defined driving: not just the Champion, which rocketed the company back to the top in 1939, or the 1950's Raymond Lowey-designed Star liner, deemed a 'work of art' by the Museum of Modern Art, but also there Hawks and Larks that so many drivers loved. As the book examines Studebaker's history form success, crisis, merger and back it also dwells with loving photographic attention on the vehicles, form the electric car to the last Avanti - a slice of car history sure to be eagerly received!

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