

Rover



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著者:Mowat-Brown, George

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For over a century, no surviving marque so accurately charted the triumphs and tribulations of the British motor-manufacturing industry as Rover. This book traces the history of the company, starting with the cycle-making precursors of the Rover Company Limited. Covering the struggle through the depression of the 1930s, and the expansions, mergers and contractions of the post-war period - the time of Rover's greatest success - the author then discusses Rover's placement within British Aerospace, the influence of the Japanese company Honda, and the ownership by BMW and the Phoenix Consortium. This book celebrates the history of Britain's last volume car producer, up to its sale to the Nanjing Corporation of China.

作者介绍:

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