



Modern Chrysler Concept Cars: The Designs That Saved the Company (ColorTech)

Matt DeLorenzo

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This fabulous, behind-the-scenes book explores more than a decade of creative Chrysler concepts, forward-thinking technologies, and the cars and trucks that emerged from them - Viper, Neon, Intrepid, Cirrus, Dodge Ram, Eagle Vision, PT Cruiser, and a full line of minivans. DeLorenzo explains how these cars revived Chryslers image with Wall Street and the media, explores how they boosted internal morale, and introduces the craftsman who build them. A final chapter looks ahead to concepts that may be waiting in the wings in light of the Daimler/Chrysler merger. ** International Automotive Media Awards Gold Medal Winner **

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