

Chevrolet Epica 2006

Volume One traces the history of Opel and Vauxhall separately from inception through to the 1970s and thereafter collectively to 2015. Special attention is devoted to examining innovative engineering features and the role Opel has taken of providing global platforms for GM. Each model is examined individually and supplemented by exhaustive supporting specification tables. The fascinating history of Saab and Lotus begins with their humble beginnings and examines each model in detail and looks at why these unusual marques came under the GM Banner. Included is a penetrating review of Saab through to its unfortunate demise. Volume Two examines unique models and variations of Chevrolet and Buick manufactured in the Southern Hemisphere and Asia but never offered in North America. Daewoo, Wuling and Baojun are other Asian brands covered in detail. This volume concludes with recording the remarkable early success of Holden and its continued independence through to today. Volume Three covers the smaller assembly operations around the world and the evolution of GM's export operations. A brief history of Isuzu, Subaru and Suzuki looks at the three minority interests GM held in Asia. The GM North American model specifications are the most comprehensive to be found in a single book. Global and regional sales statistics are included. GM executives and management from around the globe are listed with the roles they held. An index ensures that these volumes serve as the ideal reference source on GM.

Published for more than 50 years, this annual covers the year's main motoring events, from Formula One to the latest styling studies and concept cars, and takes an overview of the period it has chronicled. Famous photographers look back and select their favourite images from more than five decades of racing.

This book examines the social, psychological, legal, and ethical impact â?? perceived or proven â?? that may result from advertising in the booming Chinese market. The book provides readers with an understanding of the two-way relationship between advertising and Chinese society. Major issues addressed include rising consumerism, consumers' attitudes towards advertising and reactions to advertising appeals, cultural messages conveyed in advertisements, gender representations, sex appeal, offensive advertising, advertising law and regulation, advertising to children and adolescents, symbolic meanings of advertisements, public service advertising, and new media advertising and its social impact. Advertising and Chinese Society resorts to a variety of research techniques including content analysis, survey, experiment, semiotic analysis, and secondary data analysis. The book will enhance the sensitivity of scholars and practitioners interested in Chinese advertising and its social ramifications.

Automobile Year 2006/07 Automobile Year

This pocket-sized, illustrated guide covers every significant make and model of car sold in Europe and North America during the 2006-2007 model year, from giants like Ford and VW to small-scale manufacturers such as Morgan and Noble. Each model is pictured in color, with a data table providing vital statistics to enable comparisons between models. Providing full details for over 700 cars and stretching to 400 pages, this is a must-have reference source and a useful "spotter's guide" for all car enthusiasts.

Includes advertising matter.

L'Enciclopedia dell'Automobile, in oltre 1100 pagine, ripercorre la storia di piú di 700 case automobilistiche, raccontate modello per modello con immagini e descrizioni dettagliate. Un'enciclopedia da leggere come un avvincente romanzo, ma anche da consultare di volta in volta per avere un immediato ragguaglio su una marca o semplicemente rammentare una data o un modello. L'Enciclopedia dell'Automobile è una vera e propria guida per ripercorrere il

Singapore's best homegrown car magazine, with an editorial dream team driving it. We fuel the need for speed!

Jakou výbavu měla speciální série vozů Aston Martin, nazvaná Alfred Dunhill? Jak souvisí logo Maserati s fontánou z 16. století? Je slovo Aero spojeno jen s českou automobilkou, nebo najdeme vozy tohoto jména i v jiných částech světa? Co přesně jsou „daňové konky“? Vymysleli název Citroën Elysée říšské? Jak ovlivnil vývoj automobilového průmyslu fakt, že zakladatelé značky Ferrari a Lamborghini spolu nevycházelí? Ing. Jiří Fiala (publicista, automobilový historik a sběratel automobilové literatury) a doc. Petr Strossa (vědec, expert přes jazyky a dorozumívání s počítači) předkládají všem automobilovým fanatikům unikátní výkladový slovník jmen značek a jejich typů, který obsahuje hesla o přibližně 1600 značkách a více než 5000 typech a modelech. Čtenáři v knize najdou mimo jiné základní informace o výrobcích automobilů, jejich filozofii označování typů, používání interních kódů při recyklování názvů vozů. Dozvídí se, proč se jeden automobil prodával pod různými názvy, proč se některá jména nesměla používat nebo jakých dosáhly jednotlivé vozy sportovních úspěchů. Všechno poprvé je u nás publikováno systém kódů sovětských vozidel a přehled říšských značek a výrobců. Zvláštní pozornost je věnována znakům (logům) všech důležitých značek, jejich vzniku a proměně v čase. Celá tato speciální problematika je navíc zasazena do kontextu společenských a geopolitických událostí a okoušená množstvím pozoruhodných historek a kuriozit souvisejících s auty, jejich jmény a výrobci.

Presents the latest safety ratings, dealer prices, fuel economy, insurance premiums, maintenance costs, and tires of new model automobiles.

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