



## Chevrolet Trucks: 100 Years of Building the Future (Hardback)

By Larry Edsall

Motorbooks International, United States, 2018. Hardback. Condition: New. Language: English . Brand New Book. Chevy has been setting industry standards for 100 years. Chevy Trucks recounts this incredible history, from the classic Series 490 to today's Silverado and Colorado. In 1917 Chevrolet introduced its first truck, the Series 490, marking the company's official entry into the dedicated truck business. During the century that has passed since that first Chevy truck, Chevy (and later GMC-brand trucks) have become some of the most ubiquitous and recognizable brands around the world. Every year the company sells over 1 million trucks worldwide. From the very beginning of the story to today's modern global brand, Chevrolet Trucks: 100 Years of Building the Future covers the entire Chevrolet truck saga, from the early Series 490, to the medium and heavy-duty models, to the light-duty C-series pickups, right up to today's contemporary Silverado and Colorado. Officially licensed with Chevrolet and created with their full cooperation for imagery as well as interviews with key figures involved with today's truck program, this thorough history covers the full array of Chevy models since 1917 and is a must have for any truck fan whose heart...



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