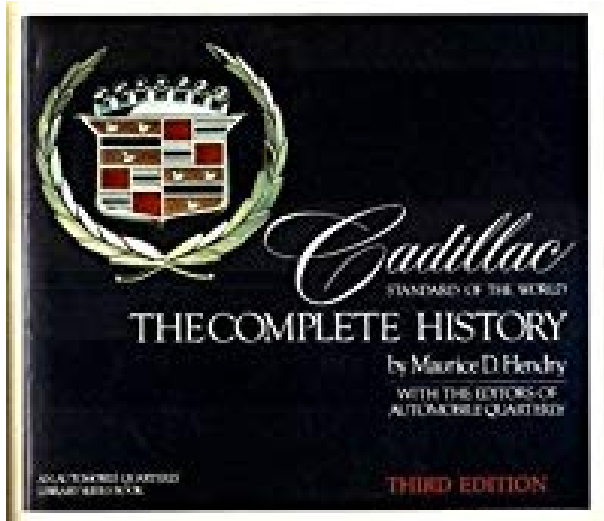


Cadillac: Standard Of The World (Automobile Quarterly Library Series Book)



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Cadillac at 100: Legacy of Leadership is an authoritative, intimately fascinating story no Cadillac enthusiast can do without. More than 230 full-color photographs of Cadillacs through model-year 2008, with every model, every event, and every period painstakingly covered, promises much for the Cadillac lover. This updated edition of the previously titled Cadillac: Standard of the World provides an unprecedented look at the company that has truly set the standard in terms of luxury, performance and craftsmanship. Read about how founder Henry Leland, with his obsession over precision, planned the course for the manufacturer that has not only survived volatile market conditions and changing consumer demand, but thrived in its position as the standard-bearer for GM. Inside this 560-page, two-volume set, readers will discover the people and the programs that continue to make Cadillac a name associated with success. Intimate interviews with the major players from the days of Henry Leland and the Thirty to the days of Mark LaNeve and the Escalade accompany a litany of technological milestones and model descriptions. Cadillac at 100: Legacy of Leadership is destined to become the bible for both researchers and casual enthusiasts, a cornerstone for any collector's library. Joining primary author Maurice D. Hendry are Jeffrey I.

Godshall, Tracy Powell and the late Dave Hollis.