



# Chrysler Muscle: Marketing Detroit's Mightiest Machines

*Bill Holder, Phil Kunz*

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Chrysler's Wild Muscle Car Ride Hemis and the Road Runner, Coyotes, Demons, Bees and Twisters. Six Packs, Magnums and the Rapid Transit Authority. There's never been a gear-slamming, ground-pounding era in automotive history like the sensational "muscle car era" of the late '60s and early '70s. And no chapter was as exciting as the performance book of Chrysler. It's all here, thanks to veteran auto writer Bill Holder and photographer Phil Kunz. They've captured the mod, outrageous, downright sexy and one-of-a-kind cars from Dodge and Plymouth. Read more about them before they pass by!

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