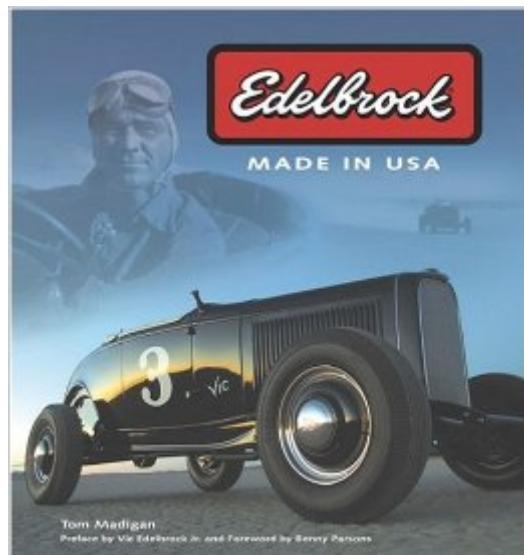


The book was found

Edelbrock: Made In U.S.A.



Synopsis

Tom Madigan, with foreword by Benny Parson, NASCAR champion. The Edelbrock Corporation emerged from a young mechanic's dream in Southern California during the earliest years of the American love affair with the automobile. One of the central figures of the hot rod culture that began before World War II and blossomed after the war, Vic Edelbrock, Sr. built his company around a simple philosophy: never overextend yourself, and never put your name on a product that hasn't been tested and proven true. When Vic Edelbrock, Jr. took over after his father's death, he stayed true to the family philosophy while incorporating progressive marketing plans to grow the company into a corporate giant. It is the last family owned automobile aftermarket company in the industry. Edelbrock Made in USA is the story of the company's growth from a simple shop at the rear of a gas station to an American institution. It is at the heart of the history of the earliest drag racers and land speed racers, it is woven into the early days of NASCAR, and it flourishes today in the cars owned by enthusiasts and ordinary drivers across America who boast Edelbrock equipment. It is the story of a company whose influence not only helped shape automotive performance, but also led the automotive aftermarket industry in addressing and conforming to the clean air and safety regulations that have emerged over the past 35 years. And it is the story of an iconic family business that has preserved its values and its spirit of independence, creativity, philanthropy, and fun over three generations. 0-7603-2202-3 - 139600AP - \$40.00 - \$58.00 CAN '

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Customer Reviews

Edelbrock: Made in USA is an epic story of a family and a business which, for 70 years, have

influenced a uniquely American hobby, hot rodding, and one of our country's quintessential businesses, the high-performance automotive aftermarket. Through extensive research, rich style and deep understanding of and reverence for the hot rod experience, Author Tom Madigan, provides more than just a profile of the Edelbrocks and their company. It's a wonderful story of automotive culture and history. Not only is it a fascinating sketch of not only how a family business developed, but the reader learns how the car hobby influenced the direction that business took and how the Edelbrock Equipment Company and, later, the Edelbrock Corporation, influenced the direction the hot rod hobby took. *Edelbrock: Made in USA* is a people story, too--not just of the book's namesakes but other famed hot rod personalities, too. Wally Parks, Alex Xydias, Bob Peterson, Fran Hernandez, Bobby Meeks, Murray Jensen, Ed Iskenderian, Ed Pink, "Racer" Brown, Bob D'Olivo, Zora Arkus-Duntov, Jim McFarland, Rodger Ward, Tom Medley, Benny Parsons, Smokey Yunick, Junior Johnson, and many others all have parts in this book. This work is a "manual" on how to build a successful American business. It tells how one generation of a family started a performance parts business in back of a Gilmore service station near the corner of Hoover and Venice in Los Angeles and how the next made that into a hundred-million dollar, world-wide enterprise. The book is illustrated with a mix of black-and-white and color photos. Its imagery is timeless and beautifully presented, making it not only a wonderful reading experience but intensely pleasing visually, as well.

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