

## 1969 396 Engine

1969 Chevrolet Chevelle SS 396: Muscle Cars In Detail No. 12 CarTech Inc

On the 1957 auto show circuit, Chevrolet unveiled a show car based on its Corvette and dubbed it the "Super Sport." The performance car world took one look and never looked back. A combination of styling and performance upgrades, the SS package could turn something as mundane as a six-cylinder Malibu into the fire-breathing Chevelle SS396. This book traces the long line of legendary SS models, from Chevy's Super Sport version of its popular Impala, which marked the dawn of the muscle car era, to today's Impala SS. Featuring the work of acclaimed photo ace David Newhardt, Chevy SS: The Super Sport Story provides a close-up, detailed, full-color look at such classic muscle cars as the Chevelle, the El Camino, the Malibu, and the Monte Carlo as well as today's hot Camaro SS. The book is a fittingly elegant celebration of the cars that redefined "high performance" and defined an era.

Celebrate Chevrolet's wildly successful 1969 Chevelle SS 396 with this comprehensive publication that covers options for the engine, transmission, paint, aesthetics, and more!

Chevrolet's marketing campaign for the 1969 Chevelle changed the SS 396 to an option instead of its own series. For this year only, the SS 396 Equipment option was offered on four different bodystyles (coupe, sport coupe, convertible, and sedan pickup) and in two series (300 Deluxe and Malibu). The clean styling and extended production year saw sales at 86,307 units sold with the SS 396 Equipment option, the all-time high watermark. The SS 396 equipment option offered three engine packages: those with 325, 350, and 375 hp--the latter being available with an aluminum-head option (L89). Two SS 396-specific paint colors (Daytona Yellow and Hugger Orange) were available at a \$42.15 charge adding a splash of brightness to the color chart palette. The year 1969 was also the first time that an SS 396 Chevelle came with its own special wheels. Leading Chevelle specialists contributed data to this book, certifying that the information presented is accurate and ensuring that 1969 Chevrolet Chevelle SS 396: Muscle Cars In Detail No. 12 will be a valued resource guide for years to come.

"The Complete Book of Classic Chevy Muscle Cars covers the primary muscle and performance cars produced by Chevrolet in the 60s and 70s, such as the Camaro and Malibu"--

How to Rebuild the Big-Block Chevrolet

How to Build Killer Big-Block Chevy Engines

1969 Chevrolet Chevelle SS 396: Muscle Cars In Detail No. 12

Camaro Restoration Guide, 1967-1969

Chevrolet SS Muscle Car Red Book

Chevy Nova 1968-1974

**Super Sport fans take note: The history you have been waiting for has finally been written. "Chevrolet SS" recounts the entire SS story from 1961 through the 1994-96 Impala SS. Chevy's SS package of the 1960s separated the muscle car pretenders from the real contenders. A dynamic selection of color and archival photographs along with detailed text highlights Chevelle, Camaro, Nova, Impala, Chevy II, Monte Carlo, and El Camino SS models.**

**Essential Muscle Cars** pays tribute to the legend and is lavishly illustrated with large format, full-color photographs of all the major models, along with a comprehensive technical specification of each. It is the perfect reference book for everyone interested in America's most interesting performance cars. **Essential Muscle Cars** tells the full story of America's most exciting cars from their early days, covering the developments in style, and details of the increases in power. Knudsen's Pontiac Division probably deserves to be credited with introducing the first bona fide Muscle Car, the mighty and magnificent GTO. Based on the Tempest, the Pontiac GTO was as fast, if not faster, in a straight line than the Italian stallion whose initials it had cheekily usurped. The motorists of America simply revelled in its combination of style and potency. Soon everyone was in on the act, furiously pumping iron - and a lot of gas. The Oldsmobile 4-4-2 and the Chevrolet Impala Super Sport were followed in '67 by the Camaro. Ford soon added the splendid Shelby Mustangs to its celebrated 'Pony Car' line and Chrysler rounded out the decade with their incredible Dodge Daytona Charger and Plymouth Superbird. For a brief, glorious, uninhibited, period before the arrival of the oil crisis and restrictive legislation of the nineteen-seventies, Americans enjoyed the thrill of unfettered automotive power and every stop light became the start line of a drag strip. **Essential Muscle Cars** pays tribute to the legend and is lavishly illustrated with large format, full-colour, cut-out photographs of all the major models, along with a comprehensive technical specification of each. It will be the perfect reference book for everyone interested in America's most interesting performance cars.

p.p1 {margin: 0.0px 0.0px 0.0px 0.0px; font: 12.0px Arial} There was a time when the Chevrolet Nova was considered a budget option, a model engineered primarily for the price-conscious customer. Certainly performance models were already in Chevrolet's fold. With the Camaro, the Corvette, and the Chevelle leading the way, why would Chevy need another performance model? Well, savvy Chevy customers knew that you could get a really tricked-out Nova right from the factory with SS packages and big-block 396 engines along with performance transmissions and gearing for a fair amount less than an equally equipped Camaro. As a bonus, Novas were lighter weight too. It was the performance bargain of the Chevy lineup. Fast forward to today. The first-generation Camaros cost a small fortune, and while Novas have held their value quite well, they are still a performance bargain compared to the other Chevy performance models of the era. Not only are they more affordable than Camaros, but you can do a whole lot to make them really fast. In **Chevy Nova 1968-1974: How to Build and Modify**, veteran author and Chevy expert Wayne Scraba shows you all you need to know to build a killer street or strip Nova. Included is detailed information on driveline upgrades, rear-suspension options for the ultimate hook, front-end suspension and chassis components for good handling and weight transfer, excellent brake upgrades, engine swap options, cooling system upgrades, and more. Focusing on quarter-mile performance, Scraba expertly covers all of your options for a strong-running street Nova, a street-strip combo package, or all-out drag racing options. If you want to build your Nova into a quarter-mile warrior, this book is an essential tool for success.

**“Get one before one gets you!” Motion Performance’s catchy sales pitch for builder Joel Rosen’s Phase III Specialty Muscle Cars sums up the escalating performance scene in the late 1960s. Special edition muscle cars were essential to keep pace. Joel and other independent car builders (such as Carroll Shelby, George Hurst, Dick Harrell, Mr. Norm, and Jim Wangers) did what the factories couldn’t do: take the muscle car and turn it into a tire-burning monster. Although the Pontiac GTO established the muscle car category in 1964, a host of corporate safety restrictions restrained factories from offering turn-key race cars off the showroom floor. Independent car builders enhanced appearance and amplified performance in an attempt to do what the manufacturers wouldn’t. Motion Performance issued a written guarantee: Phase III cars would run 11.5 at 120 mph down the quarter-mile! Some of the most iconic nameplates in automotive history were applied in this era with names that included Cheetah, Black Panther, Royal Bobcat, Super Hugger, Manta Ray, Super Snake, Deuce, Fast Track, and The Machine. How did manufacturers stealthily promote these special edition muscle cars as “halo cars” while pretending not to endorse them? What happened to these innovators when factories assimilated their ideas? It’s all covered inside. Muscle car historian Duncan Brown takes us through these special edition muscle cars, their creators, and the behind-the-scenes forces that shaped these wild beasts into legends that left a lasting legacy.**

**Chevelle Performance Projects, 1964-1972**

**Selling the American Muscle Car**

**The Definitive Chevelle SS Guide 1964-1972**

**Chevy SS**

**Chevrolet SS**

**Classic American Cars**

" Be confident your Chevelle SS is as original as possible! Rarely does a book offer this much hard data in an easy and concise read. Make your Chevelle SS factory correct by identifying what was and wasn't available for the Malibu SS, SS396, and SS-optioned Chevelle and understanding the plant-by-plant variances and mid-year changes noted by author and Chevelle expert Dale McIntosh. Beginning in 1969, the Chevelle SS was no longer its own model and was relegated to being an option package. Hence, it can become difficult to determine if a 1969-1972 model was ordered from the factory with Super Sport equipment. Chevells have always carried a certain aura about them. As Chevrolet's entry into the mid-sized muscle car market, they provided high sales numbers across many platforms as Chevrolet won the manufacturers crown six of nine years from 1964 to 1972. At the tip of the Chevrolet sales spear resided the Chevelle SS."

The high-water mark of the muscle car era is usually credited as 1970, and for good reason; Chevrolet was now stuffing high-powered 454 engines into Chevelles. Adding a larger displacement above the still-available 396 (402) offered buyers the option to order the most powerful production car of that era. The 1970-1972 Chevelles remain the most collectible of the model to this day. Author and historian Dale McIntosh pairs with restoration expert Rick Nelson to provide this bible of authenticity on the legendary 1970, 1971, and 1972 Chevelle models. Everything about restoring your Chevelle back to bone-stock is covered meticulously, including step-by-step instructions for chassis and interior restoration. Understanding date variances on parts applicable to the build date of your Chevelle is vital to a factory-correct restoration, and including them in this book provides a depth of coverage on these cars that is unequaled. Restoring a 1970-1972 Chevelle back to concours correct takes a certain amount of expertise. Thankfully, Rick and Dale have done a lot of the heavy lifting on the research side. With this authenticity guide, you can be confident that you have all the correct components and options accurately and expertly represented for your stock restoration. These fine details put the Chevelle Restoration and Authenticity Guide 1970-1972 a cut above the rest.

Haynes disassembles every subject vehicle and documents every step with thorough instructions and clear photos. Haynes repair manuals are used by the pros, but written for the do-it-yourselfer. Factory-correct cars will always be the most valuable cars on the market. Original Chevrolet Camaro 1967-1969 tells you exactly which parts, accessories, finishes, fabrics, and colors you must have to restore your Camaro to its factory-original condition—or exactly what to look for when shopping for a restored Camaro. Some 250 color images detail Chevy's major performance packages of the period—the SS, RS and Z/28—while exhaustively detailing engines, interiors, and bodies. Of equal importance, muscle-car authority Jason Scott provides factory records, comprehensive specifications, detailed parts lists and codes, and period literature to offer the definitive guide to originality. Chevrolet's Camaro was introduced in 1967 on the heels of Ford's best-selling Mustang. It quickly established itself as the go-to option for muscle-car customers wanting a more aggressive pony car. During its first generation from 1967 to 1969, GM offered option packages to satisfy all tastes, from six-cylinders grocery-getters to agile small-block cars to big-block monsters ready for drag racing straight off the showroom floor. Today, these first-generation Camaros are some of the most valuable cars in the collectible muscle-car market. This is a must-have volume for any enthusiast shopping for a first-generation Camaro or about to undertake a

restoration project.

Chevy Big-Block Engine Parts Interchange

Chevelle Data & ID Guide

An Illustrated Guide

Ultimate American V-8 Engine Data Book, 2nd Edition

DieCastX Magazine

Original Chevelle, 1964-1972

**The COPO Camaros, Chevelles, and Novas of the 1960s and early 1970s were the ultimate high-performance GM muscle cars. While few knew about this back channel program at the time, it is now recognized as the origin of GM's top muscle cars. Dedicated Chevy racers and car owners were determined to compete head-to-head with Mopar and Ford at the racetrack and on the street. But in order to do so, they needed to circumvent the corporate ban on racing and resolve the restriction of 400-ci engines in intermediate vehicles. Don Yenko and some other creative individuals recognized the loophole in the COPO (Central Office Production Order) system at General Motors. The COPO program was designated for fleet vehicles such as taxicabs, but at the peak of the muscle car wars it was used to build the ultimate high-performance Chevy muscle cars. Some horrific on-track accidents compelled General Motors to drop out of racing, yet GM did not want to allow Chrysler and Ford to steal the glory on Sundays while they stood on the sidelines. As a result, GM inconspicuously ran the Chevy racing and high-performance program through back channels, and COPO was integral part of the program. Don Yenko became the COPO muscle car program chief architect and champion. He ordered the Corvair through the COPO program and created the Corvair Stinger to mount a SCCA road race campaign. From these humble beginnings, the road map for creating the ultimate Camaros, Chevelles, and Novas was established. Factory Camaro V-8s came equipped with the 350 small-block or 396 big-block, which had to compete with the Mustang Cobra Jets and Mopar Wedge and Hemi cars. In response, building the big-block Camaro through the COPO program was devised. At the factory, Camaros were fitted with the 396 engines and shipped to dealers where the 427s were installed in the cars. From 1967 to 1969, the factory and dealers installed eight different 427 engines, including the all aluminum ZL1 427. Later on, others used the road map to build COPO Novas and Chevelles to similar spec, with similar results. The COPO performance car program did not end with these muscle cars. Yenko even ordered several**

**hundred Vegas through the COPO program, so they could be fitted with turbochargers and raced in SCCA competition. Chevy muscle car aficionado and author Matt Avery retraces the history of the COPO program and the creation of these premier muscle cars. He has scoured archives and tracked down owners and personnel involved in the program to deliver a comprehensive story and complete guide to the COPO cars. The COPO muscle car and racing program produced a storied and remarkable journey, and author Matt Avery captures all these facets in this entertaining and revealing history. p.p1 {margin: 0.0px 0.0px 0.0px 0.0px; font: 12.0px Arial}**

**DieCast X covers the entire spectrum of automotive diecast from customizing to collecting. it takes an insider's look at the history behind popular diecast cars and trucks, as well as how each model has helped shape the automotive industry and motor sports**

**About 700,000 Camaros were built from 1967 to 1969. The first-generation Camaro has won a die-hard following and has become an iconic performance car. Camaros in excellent condition command very high prices, so many owners are compelled to perform a professional-grade original restoration. Since these cars are about 40 years old, many cars need second or third restorations, and as time goes by, these cars will continue to appreciate and require restoration. That's where How to Restore Your Camaro 1967-1969 comes in. While some owners can afford to pay shops to perform a 100-point restoration for show car competition, many owners want to perform a faithful, detailed restoration themselves, so the car maintains its collector value and use it as a fun weekend driver. This book will serve those owners. A lead title in our Restoration Series, How to Restore Your Camaro 1967-1969 will provide in-depth, hands-on information and photography for restoring these popular and historically significant cars. It covers all aspects of restoration, including engines and drivelines, bodywork, interior and trim, suspension, brakes, chassis, and steering for the first-generation Camaros. Organization and planning will be covered, so restorers can stay on task. Disassembly, inspection, and sourcing the best parts will also be covered. This volume will deliver a concise and revealing overview of each subject area and shows the most critical aspects of the restoration process with sequential step-by-step photos and detailed captions. The most efficient techniques and best products for returning each component to like-new condition will be covered. With this information, owners will be able to determine what's involved in each step of the restoration and decide whether to perform the work themselves or outsource it to a professional shop. Color step-by-step how-to information on Camaro restoration has never been offered**

**in a package like this before. Finally, Camaro owners have the book they need.**

**In How to Build Killer Big-Block Chevy Big-Block Chevy Engines, author Tom Dufur reviews the commonly available factory parts along with many aftermarket offerings, and discusses the advantages of both.**

**Additionally, he includes popular buildup recipes and showcases the dyno results, proving theories and sharing in-depth research. Dufur's decades of experience designing, assembling, tuning, and racing the big-block Chevy engine truly shines through. A wealth of full-color photos, charts, and graphs makes it easy to understand the critical points of these great engines.**

**How to Restore Your Camaro 1967-1969**

**The Complete Book of Classic Chevrolet Muscle Cars**

**Chevrolet Chevelle, Malibu and El Camino**

**Chevrolet Parts Interchange Manual, 1959-1970**

**How to Rebuild Big-Block Chevy Engines**

**Muscle Car Special Editions**

*Swapping or interchanging parts is a time-honored practice, and this book is the source for Chevrolet parts interchanges.*

*Many Chevelle owners want to enjoy all the benefits of modern technology as well as the pleasure of driving a classic muscle car. Chevelle Performance Projects: 1964-1972 will offer a full range of performance projects from mild to wild.*

*“Just what is a Muscle Car?” Road Test magazine asked in June 1967. The answer: “Exactly what the name implies. It is a product of the American car industry adhering to the hot rodder’s philosophy of taking a small car and putting a BIG engine in it. . . . The Muscle Car is Charles Atlas kicking sand in the face of the 98 horsepower weakling.” Unconcerned with such trivial details as comfort and handling, the vintage American muscle car was built for straight-line speed and quickly became the ride of choice for power-hungry racers and serious gearheads. In a country where performance was measured in brute force, a quarter mile at a time, the muscle car was the perfect machine. In the intervening years, these down-and-dirty, high-performing beauties have earned their place in the automotive pantheon. As prized by collectors and aficionados as they are by denizens of garages and drag strips, classic muscle cars now fetch upwards of a million dollars at auctions and feature in any story of America’s automotive glory days. The icons of muscle car art—including Camaro and Chevelle SS, the Hemi and 440-6 ’Cuda, Challenger, Roadrunner, Super Bee, GTX, Super Bird, Daytona Charger, Super Cobra Jet and Boss Mustang, Talladega Torino, Buick GSX and W30 Oldsmobile 442, and AMX Javelin—are all here, on full display in this lavishly illustrated volume, each described in a detailed essay followed by a gallery of portraits and special gatefold presentations that capture the art of the muscle car at its finest.*

*The venerable Chevy big-block engines have proven themselves for more than half a century as the power plant of choice for incredible performance on the street and strip. They were innovators and dominators of the muscle car wars of the 1960s and featured a versatile design architecture that made them perfect for both cars and trucks alike. Throughout their impressive production run, the Chevy big-block*

*engines underwent many generations of updates and improvements. Understanding which parts are compatible and work best for your specific project is fundamental to a successful and satisfying Chevy big-block engine build. In Chevy Big-Block Engine Parts Interchange, hundreds of factory part numbers, RPOs, and detailed color photos covering all generations of the Chevy big-block engine are included. Every component is detailed, from crankshafts and rods to cylinder heads and intakes. You'll learn what works, what doesn't, and how to swap components among different engine displacements and generations. This handy and informative reference manual lets you create entirely unique Chevy big-block engines with strokes, bores, and power outputs never seen in factory configurations. Also included is real-world expert guidance on aftermarket performance parts and even turnkey crate motors. It's a comprehensive guide for your period-correct restoration or performance build. John Baechtel brings his accumulated knowledge and experience of more than 34 years of high-performance engine and vehicle testing to this book. He details Chevy big-block engines and their various components like never before with definitive answers to tough interchange questions and clear instructions for tracking down rare parts. You will constantly reference the Chevy Big-Block Parts Interchange on excursions to scrap yards and swap meets, and certainly while building your own Chevy big-block engine.*

*Chevelle*

*The Essential Muscle Car*

*Chevelle, 1964-1972*

*Collecting Muscle Car Model Kits*

*The Restoration Guide*

*Original Chevrolet Camaro 1967-1969*

Chevrolet's answer to Pontiac's GTO, the Chevelle was General Motors' muscle car for the masses. With an abundance of Chevelles today awaiting restoration, this Motorbooks Original Series title detailing factory-correct replacement parts is sure to prove extremely valuable to enthusiasts. The abundance of information—serial and engine numbers, paint codes, trim, options, and technical tips—featured here are essential to enthusiasts interested in achieving an authentic restoration. The author's expert advice is sure to help readers avoid the pitfalls that can often ruin an otherwise successful restoration.

Lavishly illustrated with exclusive color photography to emphasize all of the information described. Few muscle cars have ever enjoyed the long success over time as the Chevrolet Chevelle. From 1964 to 1972, more than 4 million Malibus, Chevelles, El Caminos, and Monte Carlos were produced in dozens of configurations. This creates countless questions when it's time to accurately restore a project car. With the Chevelle Data & ID Guide: 1964-1972, identifying the correct options and codes for your Chevelle becomes much, much easier. This book is a no-nonsense, hard-hitting data book that delivers all of the necessary information to correctly identify the numbers and options associated with your Chevelle. Production Numbers, VIN Decoding, Engine/Transmission/Rear Axle Codes, Interior Codes, Exterior Paint Codes, Color Combination Charts, and Full Options Lists are provided. It delivers a wealth of information in a single publication that will aid you in correctly restoring and authenticating your Chevelle. In addition, each chapter provides the information for you to determine



## Get Free 1969 396 Engine

whether or not your Chevelle is a factory SS model. With the Chevelle Data & ID Guide: 1964-1972 you have the missing tool needed to return your Chevelle project to its factory original condition.

In our popular Workbench Series, How to Rebuild the Big Block Chevrolet covers the basics of any engine rebuild in over 450 color photos of step-by-step instruction. Subjects covered include the history of the big block Chevy, preparation and tool requirements, engine removal and teardown, first inspection, parts, machine work and clean-up, final engine assembly, and start-up. This book is essential for not only enthusiasts looking to rebuild their big-block Chevy, but as a guideline for building performance applications as well.

In the 1960s, model kit building was a huge hobby. Kids built plastic kits of planes, tanks, race cars, space ships, creatures from scary movies, you name it. Before baseball card collecting, Pokémon, and video games, model kit building was one of the most popular hobby activities. Car and airplane kits were the most popular, and among the car kits, muscle cars, as we know them today, were one of the most popular categories. Many owners of real muscle cars today were not old enough to buy them when the cars were new, of course. Yet kids of the 1960s and 1970s worshiped these cars to an extent completely foreign to kids today. If you couldn't afford or were too young to buy a muscle car back then, what could you do? For many, the next best thing was to buy, collect, and build muscle car kits from a variety of kit companies. Hundreds were made. Many of these kits have become collectible today, especially in original, unassembled form. Although people still build kits today, there is a broad market for collectors of nostalgic model kits. People love the kits for the great box art, to rekindle fond memories of building them 40 years ago, or even as a companion to the full-scale cars they own today. Here, world-leading authority Tim Boyd takes you through the entire era of muscle car kits, covering the options, collectability, variety availability, and value of these wonderful kits today. Boyd also takes you through the differences between the original kits, the older reproduction kits, and the new reproduction kits that many people find at swap meets today. If you are looking to build a collection of muscle car kits, interested in getting the kits of your favorite manufacturer or even just of the cars you have owned, this book will be a valuable resource in your model kit search.

The Art of the Muscle Car

Pontiac GTO Restoration Guide 1964-1972

The Ultimate Guide to Sourcing and Selecting Compatible Factory Parts

Muscle Cars An Illustrated Guide

How to Build and Modify

**"These cars are the milestones of the Motor City's mightiest era, from the ground-breaking**

**Pontiac GTO to the modern muscle cars of today. This book features 75 of the best - from the Road Runner and Barracuda to the Camaro, Mustang, and Firebird."--Jacket.**

**Introduced in 1964, Chevelle's popularity quickly catapulted it to the top of the horsepower heap. By 1968, Chevy's SS 396 was America's most popular musclecar.**

**"Comprehensive coverage of more than 75 of America's greatest automobiles, from the Model T to the '57 Cadillac Eldorado and the late '60s Plymouth Roadrunner. The design and engineering modifications of each vehicle are described in detail. Illustrated with over 1000 full-color, specially-commissioned photographs detailing every aspect of these spectacular and fascinating cars. Includes comprehensive specification panels giving detailed technical and performance information"--Jacket.**

**From workhorse to racehorse, the big-block Chevy provided the power demands of the mid-'60s. used in everything from medium-duty trucks to Corvettes, these engines are worth rebuilding. Do it right with this book! Clear, concise text guides you through each engine-rebuilding step. Includes complete specifications and more than 500 photos, drawings, charts and graphs. Covers troubleshooting, parts reconditioning and engine assembly. Tells you how to do a complete overhaul or a simple parts swap. One whole chapter on parts identification tells how to interchange parts for improvised durability or performance. Includes comprehensive specifications and casting numbers.**

**Marketing Detroit Iron in the 60s and 70s**

**Includes Wagons, El Camino and Monte Carlo Models**

**Collector's Edition**

**Annual Report of the Secretary of the Navy**

**The Super Sport Story**

**A Muscle Car Source Book**

The photos in this edition are black and white. The Mark IV Chevrolet big-block, made from 1965 to 1976, produced legendary performance and is one of the greatest big-blocks of all time. This design was a giant performance leap ahead of the old Chevy wedge big-block. The Mark IV featured canted valves, large intake ports, and an efficient head design for vastly increased air/fuel flow, better combustion, and huge horsepower. With a big-block under the hood, the Camaro, Chevelle, Corvette, and other Chevys became some of the most desirable ultra-high-performance cars of all

time. How to Rebuild the Big-Block Chevrolet covers the best techniques for rebuilding the renowned 366-, 396-, 402-, 427-, and 454-ci big-block engines. With exceptional clarity and insightful detail, this book explains engine removal, disassembly, parts inspection, selection of machine work, initial and final assembly, tuning, and break-in. Through 500 photos and extremely detailed instruction, each step-by-step procedure explains professional techniques for rebuilding these engines. In addition, high-performance upgrades are covered as well as torque specs for major components, setting cylinder firing order, main bearing cap torque sequence, and much more. This volume provides an unparalleled level of information for rebuilding a big-block Chevy, so your rebuild project is hassle-free and successful.

In 1969, the Camaro with the SS package took Chevy Camaro performance and styling to another level. First, the Camaro carried updated sheet metal for an aggressive and eye-catching appearance, and the ultra-high-performance 427 big-block engines were available for the first time. As history proved, 1969 was the pinnacle of performance and styling for the first-generation Chevy Camaro. Author and muscle car expert Robert Kimbrough provides a comprehensive examination of the all-time classic 1969 Camaro SS in Volume No. 4 of CarTech's In Detail series. He delves into the design, manufacturing, and equipment of Chevrolet's premier pony car. For the first time in its history, the 1969 Camaro SS had a full slate of high-performance small-blocks as well as big-blocks to conquer the competition on the street and track. The engines included the 350, 375-hp 396, and 425-hp COPO 427 Camaros. The Camaro SS made such an impression, that it became the Indy 500 Pace Car once again in 1969. All In Detail Series books include an introduction and historical overview, an explanation of the design and concepts involved in creating the car, a look at marketing and promotion, and an in-depth study of all hardware and available options, as well as an examination of where the car is on the market today. Also included is an appendix of paint and option codes, VIN and build-tag decoders, as well as production numbers.

As the muscle car wars developed in the early 1960s, auto manufacturers scrambled to find catchy marketing campaigns to entice the buying public into their dealerships. General Motors, Ford, and Chrysler, with all their divisions, as well as AMC and Studebaker, inevitably sank billions of dollars into one-upmanship in an effort to vie for the consumer's last dollar. Automotive writer Diego Rosenberg examines the tactics and components used by manufacturers in waging war against one another in the muscle car era. Manufacturers poured millions into racing programs, operating under the principle of "Win on Sunday, Sell on Monday." Cars were given catchy nicknames, such as The GTO Judge, Plymouth Roadrunner, Cobra, and Dodge Super Bee. Entire manufacturer lines were given catchy marketing campaigns, such as Dodge's Scat Pack, AMC's Go Package, and Ford's Total Performance. From racing to commercials to print ads, from dealer showrooms to national auto shows, each manufacturer had its own approach in

ving for the buyer's attention, and gimmicks and tactics ranged from comical to dead serious. Selling the American Muscle Car: Marketing Detroit Iron in the 60s and 70s takes you back to an era when options were plentiful and performance was cheap. You will relive or be introduced to some of the cleverest marketing campaigns created during a time when America was changing every day.

Chevelle Restoration and Authenticity Guide 1970-1972

Motion Performance: Tales of a Muscle Car Builder  
1969 thru 1987

Chevelle SS Restoration Guide, 1964-1972

Chevrolet's Ultimate Muscle Cars  
1955-1974