

American Motors Corporation: The Rise and Fall of America's Last Independent Automaker

By Patrick R. Foster

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In *American Motors Corporation: The Rise and Fall of America's Last Independent Automaker*, author **Patrick Foster** provides the ultimate inside look into an American corporation that rose from the death throes of a once-thriving independent auto industry, putting up a valiant fight for nearly half a century before succumbing to the inexorable will of the corporate machine. Born from the ashes of Hudson and Nash, AMC represented a last, desperate attempt at survival for an independent automobile company. Thanks to the steady, capable leadership of George Romney, the company not only survived, but thrived, riding on the success of the firm's small, economical cars like the Rambler. When competition arose from Ford, Plymouth, and Chevrolet and the market began to shift toward performance and luxury cars, AMC found itself poorly prepared to compete with its bigger rivals. With the fuel crisis of the 1970s, the small cars from AMC once again refilled corporate coffers, and the firm's purchase of the Jeep brand also generated profits--but ultimately, it was too little, too late. Even a partnership with French automaker Renault and the introduction of all-wheel-drive cars couldn't save AMC. In 1987, Chrysler Corporation purchased AMC and the story of the last independent automaker came to an end. This engaging book, from one of America's best-known automotive writers, tells the entire AMC story from its inception to its ultimate demise.

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Editorial Review

Review

"American Motors Corporation makes good use of its coffee-table format, relating AMC's high and low points with a good balance of photos and textâ?¿ this casually enjoyable book should satisfy all..." - ***AutoWeek***

"Foster may well be the world's premier raconteur when it comes to telling and retelling the ultimately sad story of AMC. The bigger-than-life treatment of that saga as presented here is an impressive piece of publishing." â?? ***Hemmings Muscle Machines*** (137,000 circulation)

"Here's a book that all admirers of AMC and independent automakers alike will want to read and then display in a visible spot in their library. Penned by Hemmings Classic Car's Pat Foster, it details the entire existence of AMC, from its formation back in 1954 to its demise in 1987. Within the 208 pages of this hardcover tome resides all the insightful information about AMC that you will want to know. Starting with the merger of Hudson and Nash, then the huge success of the Rambler, all the men responsible for the company's cars, their designs, and AMC's successes and failures are outlined in a clear, concise, easy-to-read manner that will prevent you from putting the book down until you finish reading it. Yes, it's that informative, and entertaining. The book's pleasing layout and design make it a treat for the eyes. We especially appreciate the inclusion of many proposed styling and design illustrations that show what could have been, underlining AMC's major role in the American auto industry. It's a must-read." **- *Hemming's Classic Car***

From the Inside Flap

In *American Motors Corporation: The Rise and Fall of America’s Last Independent Automaker*, author Patrick Foster tells the complete story of the last of a breed: the independent automobile manufacturer. Created by combining the remnants of Hudson and Nash, AMC fought the good fight for nearly half a century. Thanks to the steady, capable leadership of George Romney, the company not only survived, but also thrived in the early 1960s, riding the crest of the wave of popularity of the firm’s small, economical cars, such as the Rambler. For a while AMC had the small-car market virtually locked up, but then competition arose from Ford, Plymouth, and Chevrolet. When the market began to shift toward performance cars and large, luxurious automobiles later in the decade, AMC found itself poorly prepared to compete with its bigger rivals. When the fuel crisis hit in the 1970s, the small cars from AMC once again refilled corporate coffers. The firm’s purchase of the Jeep brand also generated profits, but ultimately it was too little, too late. Even a partnership with French automaker Renault and the introduction of forward-thinking all-wheel-drive cars couldn’t save AMC. In 1987, Chrysler Corporation purchased AMC and the story of the last independent came to an end. *American Motors Corporation: The Rise and Fall of America’s Last Independent Automaker* provides a look inside the fascinating history of an American icon.

From the Back Cover

American Motors Corporation: The Rise and Fall of America's Last Independent Automaker provides the ultimate inside look into an American corporation that rose from the death throes of a once-thriving independent auto industry and put up a valiant fight for nearly half a century before succumbing to the inexorable will of the corporate machine. Born from the ashes of Hudson and Nash, AMC represented one last, desperate attempt at survival for an independent automobile company.This engaging book tells the entire AMC story, from its initial inception until its ultimate demise. From the original Nash and Hudsons through the Ramblers, AMXs, Rebel Machines, SCRamblers, Gremlins, Pacers, and Eagles that followed, this book covers them all. Lavishly illustrated from never-before-seen archival historical photos, *American Motors Corporation: The Rise and Fall of America's Last Independent Automaker*, is the ultimate celebration of this iconic American company.

Users Review

From reader reviews:

Ellen Omalley:

As people who live in the particular modest era should be change about what going on or information even knowledge to make these people keep up with the era which is always change and make progress. Some of you maybe can update themselves by reading books. It is a good choice in your case but the problems coming to you actually is you don't know what one you should start with. This American Motors Corporation: The Rise and Fall of America's Last Independent Automaker is our recommendation so you keep up with the world. Why, because this book serves what you want and need in this era.

Lucille Daulton:

Do you one of people who can't read gratifying if the sentence chained inside the straightway, hold on guys this kind of aren't like that. This American Motors Corporation: The Rise and Fall of America's Last Independent Automaker book is readable by simply you who hate the straight word style. You will find the details here are arrange for enjoyable examining experience without leaving even decrease the knowledge that want to give to you. The writer regarding American Motors Corporation: The Rise and Fall of America's Last Independent Automaker content conveys objective easily to understand by many people. The printed and e-book are not different in the information but it just different such as it. So , do you continue to thinking American Motors Corporation: The Rise and Fall of America's Last Independent Automaker is not loveable to be your top record reading book?

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