

1969 Plymouth Road Runner: Muscle Cars In Detail No. 5

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Explore the 1969 Plymouth Road Runner inside and out with this resource that showcases the wildly popular, affordable muscle car, its big-block engine options, and the brilliant marketing strategy that featured cartoon graphics and a beep-beep horn.

The 1969 Plymouth Road Runner attempted to appeal to potential buyers with a low-cost, lightweight, and potent bare-bones package. It also added a brilliant marketing strategy of partnering with a famous studio and a popular cartoon character.

The late 1960s was an interesting time in the automotive world. Muscle cars, as we now know them, were well established with all manufacturers joining the horsepower race. You could walk into the showroom for any brand from any manufacturer and find a variety of performance models. Competition being what it was, the manufacturers were looking for ways other than winning races to lure buyers into the showrooms and entice them to buy their products. Some tried to accomplish this with fancy marketing schemes and graphic paint packages and decals, and for the first time, some tried to win over buyers with price.

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.

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The 1969 Plymouth Road Runner was an interesting marriage of a car that attempted to appeal to potential buyers with a low-cost, lightweight, and potent bare-bones package. It also added a brilliant marketing strategy of partnering with a famous studio and a popular cartoon character. The end result was a wildly popular, big-block, affordable muscle car with great graphics and a cool beep-beep horn. The public loved it.

Each volume in the In Detail Series provides 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 are paint and option codes, VIN and build-tag decoders, as well as production numbers.

In the Winter of 1996, Wes Eisenschenk made the full commitment to 1969 Road Runner ownership while chiseling out a project car sitting behind a shed in suburban St. Paul, Minnesota. From that day on, he began immersing himself in the collector car hobby, and with the 1969 Road Runner in particular. 1969 Plymouth Road Runner: In Detail No. 5 is his

way of thanking every person who has shared their knowledge and expertise in order to create this volume on the singular model. Wes is also the author of CarTech's best seller, Lost Muscle Cars.

Other Books

Ford Midsize Muscle - Fairlane, Torino & Ranchero. This book details the evolution of Ford's family car through the golden era of Detroit. It tells how Henry took the no-frills Fairlane, added more zing to create the Torino, and satisfied America's luxury desires with the LTD II; and follows the evolution of Ford's midsize muscle cars, to the creation of the first car-based pickup - the Ranchero.

❓ ❓ ❓ ❓ ❓ . The one key conquest sale Ford made in 1969, was getting Richard Petty. The NASCAR king scored only one super speedway win in 1968, using a Plymouth Road Runner. Chrysler wouldn't let Petty drive the more aerodynamic Dodge Charger 500."