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lemon aid new and used cars and trucks 1990 2015 steers the confused and anxious buyer through the purchase of new and used vehicles unlike any other car and truck book on the market dr phil canada s best known automotive expert for more than 42 years pulls no punches this book steers buyers through the the confusion and anxiety of new and used vehicle purchases unlike any other car and truck book on the market dr phil canada s best known automotive expert for more than forty five years pulls no punches j d power and associates automotive journal a behind the scenes look at lexus s surprising twenty year success story in a revised new edition in the 1980s german brands bmw and mercedes benz dominated the luxury car market and had little reason to fear competition from japan but in 1989 toyota entered the market with the lexus ls 400 a car that could compete with the germans in every category but price it was us 30 000 cheaper within two years lexus had overtaken mercedes benz in the united states and made a stunning success of toyota s brave foray into the global luxury market lexus the relentless pursuit reveals why toyota decided to take on the german automakers and how the new brand won praise and success for its unparalleled quality unforgettable advertising and unprecedented customer service from the first boardroom planning session to lexus s entry into the mega luxury supercar market this is the complete and compelling story of one of the world s most admired brands includes a new foreword by legendary designer erwin lui an afterword with updates since the first edition and a new coda by leading japanese automotive journalist hisao inoue covers the racetrack triumph and tragedy behind the new us 375 000 lexus lfa supercar offers important business lessons for brand managers and executives for car enthusiasts business leaders and anyone interested in branding and marketing lexus the relentless pursuit offers an amazing story of excellence and innovation in the automotive industry for more than 39 years millions of consumers have turned to edmunds buyer s guides for their shopping needs this format makes it easy for consumers to get the advice and information they need to make a wise purchase on their next used vehicle readers benefit from features such as recommendations for the best bets in the used car market detailed histories on popular models certified used vehicle information hundreds of photographs glossary of used car buying terms in addition to these features vehicle shoppers can benefit from the best they ve come to expect from the edmunds name true market value pricing for trade in private party and dealer retail highlighted yearly model changes in depth advice on buying and selling a used car dr phil canada s best known automotive expert invites another driver to come aboard after forty six years and almost two million copies sold phil edmonston is joined by a co pilot for the lemon aid guide george iny along with the editors of the automobile protection association the 2017 lemon aid has everything an encyclopedic lineup of the best and worst cars trucks and suvs sold since 2007 secret warranties and tips on the art of complaining to help you get your money back and new car buying tips that will save you tons of money by revealing the inflated cost of fancy and frivolous add ons lemon aid is an essential guide for careful buyers and long time gear heads who don t know as much as they think

new car and minivan rating guide

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2013-11-18

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this book steers buyers through the the confusion and anxiety of new and used vehicle purchases unlike any other car and truck book on the market dr phil canada s best known automotive expert for more than forty five years pulls no punches

The Power Report

2002

j d power and associates automotive journal

Automotive News

2007

a behind the scenes look at lexus s surprising twenty year success story in a revised new edition in the 1980s german brands bmw and mercedes benz dominated the luxury car market and had little reason to fear competition from japan but in 1989 toyota entered the market with the lexus ls 400 a car that could compete with the germans in every category but price it was us 30 000 cheaper within two years lexus had overtaken mercedes benz in the united states and made a stunning success of toyota s brave foray into the global luxury market lexus the relentless pursuit reveals why toyota decided to take on the german automakers and how the new brand won praise and success for its unparalleled quality unforgettable advertising and unprecedented customer service from the first boardroom planning session to lexus s entry into the mega luxury supercar market this is the complete and compelling story of one of the world s most admired brands includes a new foreword by legendary designer erwin lui an afterword with updates since the first edition and a new coda by leading japanese automotive journalist hisao inoue covers the racetrack triumph and tragedy behind the new us 375 000 lexus lfa supercar offers important business lessons for brand managers and executives for car enthusiasts business leaders and anyone interested in branding and marketing lexus the relentless pursuit offers an amazing story of excellence and innovation in the automotive industry

Phil Edmonston's Lemon-Aid SUVs, Vans, and Trucks 2005

2004-12-01

for more than 39 years millions of consumers have turned to edmunds buyer s guides for their shopping needs this format makes it easy for consumers to get the advice and information they need to make a wise purchase on their next used vehicle readers benefit from features such as recommendations for the best bets in the used car market detailed histories on popular models certified used vehicle information hundreds of photographs glossary of used car buying terms in addition to these features vehicle shoppers can benefit from the best they ve come to expect from the edmunds name true market value pricing for trade in private party and dealer retail highlighted yearly model changes in depth advice on buying and selling a used car

Ward's Auto World

2004

dr phil canada s best known automotive expert invites another driver to come aboard after forty six years and almost two million copies sold phil edmonston is joined by a co pilot for the lemon aid guide george iny along with the editors of the automobile protection association the 2017 lemon aid has everything an encyclopedic lineup of the best and worst cars trucks and suvs sold since 2007 secret warranties and tips on the art of complaining to help you get your money back and new car buying tips that will save you tons of money by revealing the inflated cost of fancy and frivolous add ons lemon aid is an essential guide for careful buyers and long time gear heads who don t know as much as they think

Lexus

2011-06-03

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Used Cars & Trucks Buyer's Guide 2005 Annual

2005-05-03

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Lemon-Aid New and Used Cars and Trucks 2007-2017

2017-03-11

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2011-08-05

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2005-12

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