



Promotional Cars & Trucks, 1934-1983: Dealership Vehicles in Miniature (Schiffer Book for Collectors with Price Guide)

Steve Butler

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Promotional cars and trucks are miniature vehicles used by car and truck dealerships and manufacturers to promote the sale of their vehicles. Each example was produced for one year, then discontinued when the new models came out. For this reason, and their appeal to the car lover in general, promotionals have a popularity enjoyed by comparatively few collectibles. This new book presents a complete list of promotional cars and trucks, including manufacturer and current value, in a model-by-model chart. The charts are heavily illustrated with over 500 beautiful color photos, showing the full range of vehicles available. This comprehensive book will appeal to promotional vehicle collectors, toy collectors, and automobile and truck buffs alike!

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