

# 2010 Ford Expedition Eddie Bauer

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*Expedition: Fashion from the Extreme* - Patricia Mears 2017-09-19

The first major study to explore the relationship between clothing made for survival in the most inhospitable environments on earth and beyond, and the high fashion it has inspired Today— from haute couture to ready- to- wear— parkas, puffer coats, and backpacks, as well as garments made of neoprene and Mylar are everywhere. But the roots of these ubiquitous items of dress and cutting- edge textiles are rarely acknowledged or understood. Inspired by the so-called “heroic era” of polar navigation (1890– 1922), extreme

mountain climbing, deep sea exploration, and journeys to outer space, Expedition explores how garments made for the most inhospitable environments on earth and beyond have inspired more than sixty years of fantastical, otherworldly fashions. Lavishly illustrated, this publication features approximately 150 color photographs. The images include high fashion magazine editorials by Irving Penn, Richard Avedon, and others; museum objects from the permanent collections of The Museum at FIT and the American Museum of Natural History; and unpublished photographs of early expeditions in

the archives of the Explorer's Club in New York.

**Explorer Repair Manual - Ford Motor Company of Australia 1996**

On board diagnostics. 1997 model year (UN) Explorer. Related to the Ford Explorer repair manual (Part no. WM312). The 1997 service manual provides information covering emissions for 1997 Ford Motor Company trucks. Complete emissions related diagnostic procedures for all affected systems or components that are affected are covered in this manual. The descriptions and specifications contained in this manual were in effect at the time this manual was approved for

printing.

**4x4x, Pickups, and Vans Buying Guide 1995 - Consumer Guide 1995-03-29**

Here is information on all the 1995 models, including key plus and minus points, performance evaluations, complete specs and charts, latest prices, safety issues, best buys, and more--all in an easy-to-understand format.

*What Your Car Really Costs - 2006*

*Tough Guy - Bob Probert 2010-10-01*

Documenting his notorious career with the Detroit Red Wings and the Chicago Blackhawks, Bob

Probert details in this autobiography how he racked up points, penalty minutes, and bar bills, establishing himself as one of the most feared enforcers in the history of the NHL. As Probert played as hard off the ice as on, he went through rehab 10 times, was suspended twice, was jailed for carrying cocaine across the border, and survived a near fatal motorcycle crash all during his professional career, and he wanted to tell his story in his own words to set the record straight. When he died unexpectedly of a heart attack at the age of 45 on July 5, 2010, he was hard at work on his memoir—a gripping journey through

the life of Bob Probert, with jaw-dropping stories of his on-ice battles and his reckless encounters with drugs, alcohol, police, customs officials, courts, and the NHL, told in his own voice and with his rich sense of humor.

*The Ice Master* - Jennifer Niven 2001-10-01

The Karluk set out in 1913 in search of an undiscovered continent, with the largest scientific staff ever sent into the Arctic. Soon after, winter had begun, they were blown off course by polar storms, the ship became imprisoned in ice, and the expedition was abandoned by its leader.

Hundreds of miles from civilization, the castaways

had no choice but to find solid ground as they struggled against starvation, snow blindness, disease, exposure--and each other. After almost twelve months battling the elements, twelve survivors were rescued, thanks to the heroic efforts of their captain, Bartlett, the Ice Master, who traveled by foot across the ice and through Siberia to find help. Drawing on the diaries of those who were rescued and those who perished, Jennifer Niven re-creates with astonishing accuracy the ill-fated journey and the crews desperate attempts to find a way home.

4.6L & 5.4L Ford Engines - George Reid

2015-04-15

Since 1991, the popular and highly modifiable Ford 4.6-liter has become a modern-day V-8 phenomenon, powering everything from Ford Mustangs to hand-built hot rods and the 5.4-liter has powered trucks, SUVs, the Shelby GT500, and more. The wildly popular 4.6-liter has created an industry unto itself with a huge supply of aftermarket high-performance parts, machine services, and accessories. Its design delivers exceptional potential, flexibility, and reliability. The 4.6-liter can be built to produce 300 hp up to 2,000 hp, and in turn, it has become a favorite

among rebuilders, racers, and high-performance enthusiasts. *4.6-/5.4-Liter Ford Engines: How to Rebuild* expertly guides you through each step of rebuilding a 4.6-liter as well as a 5.4-liter engine, providing essential information and insightful detail. This volume delivers the complete nuts-and-bolts rebuild story, so the enthusiast can professionally rebuild an engine at home and achieve the desired performance goals. In addition, it contains a retrospective of the engine family, essential identification information, and component differences between engines made at Romeo and Windsor factories for identifying your

engine and selecting the right parts. It also covers how to properly plan a 4.6-/5.4-liter build-up and choose the best equipment for your engine's particular application. As with all Workbench Series books, this book is packed with detailed photos and comprehensive captions, where you are guided step by step through the disassembly, machine work, assembly, start-up, break-in, and tuning procedures for all iterations of the 4.6-/5.4-liter engines, including 2-valve and 3-valve SOHC and the 4-valve DOHC versions. It also includes an easy-to-reference spec chart and suppliers guide so you find the right equipment for your

particular build up.

**The Everything Car Care Book - Mike Florence**

2002

From fixing a flat tire to changing the oil, a guide to home car care provides easy-to-follow instructions for monitoring brakes, checking fluids, adjusting headlights, troubleshooting major problems, and other tasks.

VW Golf, GTI, Jetta and Cabrio, 1999 Thru 2002

- Jay Storer 2003-01

Every Haynes manual is based on a complete teardown and rebuild, contains hundreds of "hands-on" photos tied to step-by-step

instructions, and is thorough enough to help anyone from a do-it-your-selfer to a professional.

**English as a Global Language - David Crystal**

2012-03-29

Written in a detailed and fascinating manner, this book is ideal for general readers interested in the English language.

**144,000 - Church of God The Bibleway**

2020-06-22

144,000 this book is an awakening of the true Hebrews identity as proclaimed by the Holy Scriptures

**Amphibians, reptiles and turtles of the Cimarron**

National Grassland, Kansas - Joseph T. Collins

2011

A pocket guide

Climate Change and Arctic Sustainable Development - UNESCO 2009-01-01

The Arctic is undergoing rapid and dramatic environmental and social transformations due to climate change. This has ramifications for the entire planet, as change spreads through interconnected global networks that are environmental, cultural, economic and political. Today, with the major thrust of research shifting away from deciphering causes and monitoring

trends, the central preoccupation of a growing circle of actors has become the exploration of strategies for responding and adapting to climate change. But to understand the far-reaching nature of climate change impacts and the complexities of adaptation, a truly interdisciplinary approach is required. Unique in the UN system, UNESCO brings together the domains of natural sciences, social sciences, culture, education and communication. Given this broad mandate, UNESCO favors integrated approaches for monitoring and adapting to climate change in the Arctic, fostering dialogue among scientists,



circumpolar communities and decision-makers. This book brings together the knowledge, concerns and visions of leading Arctic scientists in the natural and social sciences, prominent Chukchi, Even, Inuit and Saami leaders from across the circumpolar North, and international experts in education, health and ethics. They highlight the urgent need for a sustained interdisciplinary and multi-actor approach to monitoring, managing and responding to climate change in the Arctic, and explore avenues by which this can be achieved.--Publisher's description.

**Lords of Strategy** - Walter Kiechel 2010-03-03  
Imagine, if you can, the world of business - without corporate strategy. Remarkably, fifty years ago that's the way it was. Businesses made plans, certainly, but without understanding the underlying dynamics of competition, costs, and customers. It was like trying to design a large-scale engineering project without knowing the laws of physics. But in the 1960s, four mavericks and their posse instigated a profound shift in thinking that turbocharged business as never before, with implications far beyond what even they imagined. In *The Lords of Strategy*,

renowned business journalist and editor Walter Kiechel tells, for the first time, the story of the four men who invented corporate strategy as we know it and set in motion the modern, multibillion-dollar consulting industry: Bruce Henderson, founder of Boston Consulting Group Bill Bain, creator of Bain & Company Fred Gluck, longtime Managing Director of McKinsey & Company Michael Porter, Harvard Business School professor Providing a window into how to think about strategy today, Kiechel tells their story with novelistic flair. At times inspiring, at times nearly terrifying, this book is a revealing account of how

these iconoclasts and the organizations they led revolutionized the way we think about business, changed the very soul of the corporation, and transformed the way we work.

*The Cartographer's Secret* - Tea Cooper

2020-11-01

A young woman's quest to heal a family rift entangles her in one of Australia's greatest historical puzzles when an intricately illustrated map offers a clue to the fate of a long-lost girl. A mesmerising historical mystery set in the Hunter Valley from bestselling author Tea Cooper for readers of Natasha Lester and Kate Morton. 1880

The Hunter Valley Evie Ludgrove loves to map the landscape around her home - hardly surprising since she grew up in the shadow of her father's obsession with the great Australian explorer Dr Ludwig Leichhardt. So when an advertisement appears in The Bulletin magazine offering a one thousand pound reward for proof of where Leichhardt met his fate, Evie is determined to figure it out - after all, there are clues in her father's papers and in the archives of The Royal Geographical Society. But when Evie sets out to prove her theory she vanishes without a trace, leaving behind a mystery that taints everyone's

lives for thirty years. 1911 When Letitia Rawlings arrives at the family estate in her Model T Ford, her purpose is to inform her great aunt Olivia of a bereavement. But Letitia is also escaping her own problems - her brother's sudden death, her mother's scheming and her own dissatisfaction with the life planned out for her. So when Letitia discovers a beautifully illustrated map that might hold a clue to the fate of her missing aunt, Evie Ludgrove, her curiosity is aroused and she sets out to discover the truth of Evie's disappearance. But all is not as it seems at Yellow Rock estate and as events unfold, Letitia begins to realise that

solving the mystery of her family's past could offer as much peril as redemption.

**A Panegyric on Macarius - Dioscoro de Alejandría**  
1980

*Barefoot Running* - Michael Sandler 2011-09-20

How could something we have for free—our bare feet—be better for running than \$150 shoes? The truth is that running in shoes is high-impact, unstable, and inflexible. Shoes promote a heel-centric ground strike, which weakens your feet, knees, and hips, and leads to common running injuries. In contrast, barefoot running is low-

impact, forefoot-centric, stable, and beneficial to your body. It encourages proper form and strengthens your feet in miraculous ways. When you run in shoes, you not only risk developing poor form, but you also hinder the natural relationship with the ground that running facilitates. Barefoot running restores the delightful sensory and spiritual connections to the earth that you were meant to experience. Barefoot Running offers the only step-by-step direction runners need at any age to overcome injuries, run faster than ever, and rediscover the pure joy of running. Once you tear off your shoes and learn to dance

with nature, you'll tread lightly and freely, hearing only the earth's symphony and feeling only the dirt beneath your feet. Hit the ground running with revolutionary techniques for starting out slowly, choosing minimalist footwear, navigating rough weather and rugged terrain, and building your feet into living shoes.

**Impact of Land Reforms on Rural Development -**

S. K. Lamba 1985

**Aerospace power in the twenty-first century a basic primer -**

**Hunting, Fishing and Camping -** Leon Leonwood Bean 1993

The founder of the mail order catalog shares his instructions and advice on hunting, fishing and camping.

Aviation in the U.S. Army, 1919-1939 - Maurer Maurer 1987

*Everest* - Thomas F. Hornbein 1998

Details the author and his partner Willi Unsoeld's ascent of Everest's West Ridge in 1963.

American Light Trucks and Utility Vehicles, 1967-1989 - J. "Kelly" Flory, Jr. 2019-12-09

The truck's role in American society changed dramatically from the 1960s through the 1980s, with the rise of off-roaders, the van craze of the 1970s and minivan revolution of the 1980s, the popularization of the SUV as family car and the diversification of the pickup truck into multiple forms and sizes. This comprehensive reference book follows the form of the author's popular volumes on American cars. For each year, it provides an industry overview and, for each manufacturer, an update on new models and other news, followed by a wealth of data: available powertrains, popular options, paint

colors and more. Finally, each truck is detailed fully with specifications and measurements, prices, production figures, standard equipment and more.

*2020 Collector Car Price Guide* - Old Cars Report  
Price Guide Editors 2019-07-02

Car values fluctuate wildly, never more so than in our current economic environment. Pricing information is a must for collectors, restorers, buyers, sellers, insurance agents and a myriad of others who rely on reliable authoritative data.

With well over 300,000 listings for domestic cars and light trucks, and various import vehicles

manufactured between 1901 and 2012, this is the most thorough price guide on the market. This invaluable reference is for the serious car collector as well as anyone who wants to know the value of a collector car they are looking to buy or sell. Prices in this must-have reference reflect the latest values, in up to six grades of condition, from the esteemed Old Cars Price Guide database. New information for the most recent model year will also be added to our new Old Car Report database.

[The Arctic Fury](#) - Greer Macallister 2020-12-01

A dozen women join a secret 1850s Arctic

expedition—and a sensational murder trial unfolds when some of them don't come back. Eccentric Lady Jane Franklin makes an outlandish offer to adventurer Virginia Reeve: take a dozen women, trek into the Arctic, and find her husband's lost expedition. Four parties have failed to find him, and Lady Franklin wants a radical new approach: put the women in charge. A year later, Virginia stands trial for murder. Survivors of the expedition willing to publicly support her sit in the front row. There are only five. What happened out there on the ice? Set against the unforgiving backdrop of one of the world's most inhospitable locations,

USA Today bestselling author Greer Macallister uses the true story of Lady Jane Franklin's tireless attempts to find her husband's lost expedition as a jumping-off point to spin a tale of bravery, intrigue, perseverance and hope.

**The Strange Case of the Dutch Painter** - Timothy Miller 2022-02-01

Paris, 1890. When Sherlock Holmes finds himself chasing an art dealer through the streets of Paris, he's certain he's smoked out one of the principals of a cunning forgery ring responsible for the theft of some of the Louvre's greatest masterpieces. But for once, Holmes is dead wrong. He doesn't

know that the dealer, Theo Van Gogh, is rushing to the side of his brother, who lies dying of a gunshot wound in Auvers. He doesn't know that the dealer's brother is a penniless misfit artist named Vincent, known to few and mourned by even fewer. Officialdom pronounces the death a suicide, but a few minutes at the scene convinces Holmes it was murder. And he's bulldog-determined to discover why a penniless painter who harmed no one had to be killed—and who killed him. Who could profit from Vincent's death? How is the murder entwined with his own forgery investigation? Holmes must retrace the last



months of Vincent's life, testing his mettle against men like the brutal Paul Gauguin and the secretive Toulouse-Lautrec, all the while searching for the girl Olympia, whom Vincent named with his dying breath. She can provide the truth, but can anyone provide the proof? From the madhouse of St. Remy to the rooftops of Paris, Holmes hunts a killer—while the killer hunts him.

Smart Ass - Joel Selvin 2010-10-14

San Francisco Chronicle pop music critic Joel Selvin started covering rock shows for the paper shortly after the end of the Civil War. His writing has appeared in a number of other publications

that one would think should have known better.

People all over the world are still pissed off about pieces in this collection.

**The Everything Store** - Brad Stone 2013-10-15

The authoritative account of the rise of Amazon and its intensely driven founder, Jeff Bezos, praised by the Seattle Times as "the definitive account of how a tech icon came to life."

Amazon.com started off delivering books through the mail. But its visionary founder, Jeff Bezos, wasn't content with being a bookseller. He wanted Amazon to become the everything store, offering limitless selection and seductive

convenience at disruptively low prices. To do so, he developed a corporate culture of relentless ambition and secrecy that's never been cracked. Until now. Brad Stone enjoyed unprecedented access to current and former Amazon employees and Bezos family members, giving readers the first in-depth, fly-on-the-wall account of life at Amazon. Compared to tech's other elite innovators -- Jobs, Gates, Zuckerberg -- Bezos is a private man. But he stands out for his restless pursuit of new markets, leading Amazon into risky new ventures like the Kindle and cloud computing, and transforming retail in the same

way Henry Ford revolutionized manufacturing. The Everything Store is the revealing, definitive biography of the company that placed one of the first and largest bets on the Internet and forever changed the way we shop and read.

*Brand Relevance* - David A. Aaker 2010-12-15  
Branding guru Aaker shows how to eliminate the competition and become the lead brand in your market This ground-breaking book defines the concept of brand relevance using dozens of case studies-Prius, Whole Foods, Westin, iPad and more-and explains how brand relevance drives market dynamics, which generates opportunities

for your brand and threats for the competition. Aaker reveals how these companies have made other brands in their categories irrelevant. Key points: When managing a new category of product, treat it as if it were a brand; By failing to produce what customers want or losing momentum and visibility, your brand becomes irrelevant; and create barriers to competitors by supporting innovation at every level of the organization. Using dozens of case studies, shows how to create or dominate new categories or subcategories, making competitors irrelevant Shows how to manage the new category or

subcategory as if it were a brand and how to create barriers to competitors Describes the threat of becoming irrelevant by failing to make what customer are buying or losing energy David Aaker, the author of four brand books, has been called the father of branding This book offers insight for creating and/or owning a new business arena. Instead of being the best, the goal is to be the only brand around-making competitors irrelevant.

**Ultimate American V-8 Engine Data Book, 2nd Edition - Peter C. Sessler**

**Under a Pole Star - Stef Penney 2017-09-05**

Sometimes you have to travel to the farthest edge of the world in order to find your true place in it...

A panoramic historical epic and an unforgettable love story from the author of *The Tenderness of Wolves*, for fans of Kristin Hannah, Sarah Perry, and Barbara Kingsolver. A whaler's daughter, Flora Mackie first crossed the Arctic Circle at the age of twelve. Years later, in 1892, determination and chance lead her back to northern Greenland as a scientist at the head of a British expedition, defying the expectations of those who believe a woman has no place in that harsh world.

Geologist Jakob de Beyn was raised in Manhattan. Yearning for wider horizons, he joins a rival expedition. Jakob and Flora's paths cross. It is a fateful meeting, where passion and ambition collide and an irresistible attraction is born. The violent extremes of the north obsess them both: perpetual night and endless day; frozen seas and coastal meadows, and the strange, maddening pull it exerts on the people trying to make their mark on its vast expanses - a pursuit of glory whose outcome will reverberate for years to come.

[Mistress of the Sea](#) - Jenny Barden 2012

Mistress Cooksley may be a wealthy merchant's daughter, but she blushes at my words and meets my eyes look for look. Yet I cannot hope to court her without fortune, and a dalliance with a pretty maid will not hinder me from my path. Captain Drake's endeavour might bring me gold, but I, Will Doonan, will have my revenge.

*High and Mighty* - Keith Bradsher 2004-01-19

SUVs have taken over America's roads. Ad campaigns promote them as safer and "greener" than ordinary cars and easy to handle in bad weather. But very little about the SUV's image is accurate. They poorly protect occupants and

inflict horrific damage in crashes, they guzzle gasoline, and they are hard to control. Keith Bradsher has been at the forefront in reporting the calamitous safety and environmental record of SUVs, including the notorious Ford-Firestone rollover controversy. In *High and Mighty*, he traces the checkered history of SUVs, showing how they came to be classified not as passenger cars but as light trucks, which are subject to less strict regulations on safety, gas mileage, and air pollution. He makes a powerful case that these vehicles are even worse than we suspect--for their occupants, for other motorists, for

pedestrians and for the planet itself. In the tradition of Unsafe at Any Speed and Fast Food Nation, Bradsher's book is a damning exposé of an industry that puts us all at risk, whether we recognize it or not.

**Brand Relevance** - David A. Aaker 2011-01-25  
Branding guru Aaker shows how to eliminate the competition and become the lead brand in your market This ground-breaking book defines the concept of brand relevance using dozens of case studies-Prius, Whole Foods, Westin, iPad and more-and explains how brand relevance drives market dynamics, which generates opportunities

for your brand and threats for the competition. Aaker reveals how these companies have made other brands in their categories irrelevant. Key points: When managing a new category of product, treat it as if it were a brand; By failing to produce what customers want or losing momentum and visibility, your brand becomes irrelevant; and create barriers to competitors by supporting innovation at every level of the organization. Using dozens of case studies, shows how to create or dominate new categories or subcategories, making competitors irrelevant Shows how to manage the new category or

subcategory as if it were a brand and how to create barriers to competitors Describes the threat of becoming irrelevant by failing to make what customer are buying or losing energy David Aaker, the author of four brand books, has been called the father of branding This book offers insight for creating and/or owning a new business arena. Instead of being the best, the goal is to be the only brand around-making competitors irrelevant.

**Love Lifts the Heart** - Nancy Crapser Hunt

2009-12-15

This book, I have written, has helped to release

all the tension I had with the obstacles I met along with the raising of this family. With the farm life and the large family, including a son with birth defects and Down's syndrome, life was strenuous. Years of struggling to keep the family well and happy. With the help of good doctors and surgeons, in Bobby's case, we have seen that it can be done. I was always trusting God in each incidence. It is my hope that this book will prove to be an inspiration to any and all who have the privilege of reading it.

**Lou Whittaker** - Lou Whittaker 1994-12-01

In Lou Whittaker: Memoirs of a Mountain Guide,

Lou is at his storytelling best as he shares adventures and wisdom honed from the wild times of his youth to his more recent climbs with some of the country's best mountaineers. Tales of life as a young mountain rescuer, and later as mentor to others, are filled with his trademark humour, boundless energy, and compassion.

**Automobile Book** - Consumer Guide Editors  
2001-01-09

Reviews of more than 190 automobiles, four-wheel drive vehicles, and compact vans are accompanied by specification data, the latest prices, and recommendations, as well as lists of

warranties, and tips on financing and insurance.

*Dark Matter* - Michelle Paver 2010-10-21

January 1937. Clouds of war are gathering over a fogbound London. Twenty-eight year old Jack is poor, lonely and desperate to change his life. So when he's offered the chance to be the wireless operator on an Arctic expedition, he jumps at it. Spirits are high as the ship leaves Norway: five men and eight huskies, crossing the Barents Sea by the light of the midnight sun. At last they reach the remote, uninhabited bay where they will camp for the next year. Gruhuken. But the Arctic summer is brief. As night returns to claim the



land, Jack feels a creeping unease. One by one, his companions are forced to leave. He faces a stark choice. Stay or go. Soon he will see the last of the sun, as the polar night engulfs the camp in months of darkness. Soon he will reach the point of no return - when the sea will freeze, making escape impossible. And Gruhuken is not uninhabited. Jack is not alone. Something walks there in the dark. This Special Edition Ebook will feature exclusive material: AUTHOR EXTRAS: Dark Matter ¿ An exclusive interview with Michelle Paver and an extended author biography with integrated photos of the landscape of

Spitsbergen. COVER DESIGN: Dark Matter ¿ the jacket designer¿s take and cover design progression (5 x visuals). DARK MATTER - A SHORT FILM: Dark Matter ¿ Turning the novel into a short promotional film and Dark Matter - The Film Director's Cut, the rejected film scripts, the final film script and behind the scenes at filming (3 x visuals).

*Essentials of Marketing* - Charles W. Lamb  
2011-01-01

Help your students achieve marketing success by delivering the best up-to-the-minute coverage of key marketing topics available in this complete,

yet brief, latest edition of ESSENTIALS OF MARKETING by award-winning instructors and leading authors Lamb/Hair/McDaniel. ESSENTIALS OF MARKETING, 7E uses a fresh, streamlined design to focus on captivating examples and innovative applications that ensure students not only understand marketing concepts, but also know how to effectively apply them to real-world practice. This edition now visually illustrates key marketing concepts and showcases the customer experience with an engaging writing style punctuated by the most recent marketing statistics and figures. A new appendix and

exercises emphasize building a professional marketing plan with an integrated internet focus to further prepare students for success. This book's concise 15-chapter format offers unequaled flexibility to make this course your own with outside projects and readings, while still providing the comprehensive coverage students need. Powerful teaching and learning tools form part of the book's hallmark Integrated Learning System organized around the book's learning objectives. All-new videos produced specifically for this edition feature fascinating stories of marketing success, while a myriad of exceptional online and

in-book tools answer the needs of a variety of learning and teaching styles. ESSENTIALS OF MARKETING, 7E's lively coverage and broad-based appeal is designed to create a learning experience that leaves your students saying, Now that's marketing! Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

**Automobily: jména, značky a znaky - Fiala Jiří**

2019-12-09

Jakou výbavu měla speciální série vozů Aston Martin, nazvaná Alfred Dunhill? Jak souvisí logo

Maserati s fontánou z 16. století? Je slovo Aero spojeno jen s českou automobilkou, nebo najdeme vozy tohoto jména i v jiných částech světa? Co přesně jsou „daňové koně“? Vymysleli název Citroën Ellysée říkané? Jak ovlivnil vývoj automobilového průmyslu fakt, že zakladatelé značek Ferrari a Lamborghini spolu nevycházelí? Ing. Jiří Fiala (publicista, automobilový historik a sbíratel automobilové literatury) a doc. Petr Strossa (vědec, expert přes jazyky a dorozumívání s počítači) předkládají všem automobilovým fanatikům unikátní výkladový slovník jmen značek a jejich

typů, který obsahuje hesla o přibližně 1600 značkách a více než 5000 typech a modelech. Čtenáři v knize najdou mimo jiné základní informace o výrobcích automobilů, jejich filozofii označování typů, používání interních kódů či recyklování názvů vozů. Dozvídí se, proč se jeden automobil prodával pod různými názvy, proč se některá jména nesměla používat nebo jakých dosáhly jednotlivé vozy sportovních úspěchů. Vůbec poprvé je u nás pak publikován

systém kódů sovětských vozidel a pohled čínských značek a výrobců. Zvláštní pozornost je věnována znakům (logům) všech dřívejších značek, jejich vzniku a proměnám v čase. Celá tato speciální problematika je navíc zasazena do kontextu společenských a geopolitických událostí a okoupená množstvím pozoruhodných historek a kuriozit souvisejících s auty, jejich jmény a výrobci.