NEW Audio Book
We Were The Ramchargers
By David Rockwell

New audio CD brings best-selling “Ramchargers” book to life! Racing enthusiasts will appreciate exclusive bonus materials featuring one of drag racing’s most enduring figures, Tom Hoover. Perfect for your next road-trip.

Narrator Dave McClelland, “The Voice of NHRA” (National Hot Rod Association) brings Dave Rockwell’s abridged book to life, giving listeners the inside details on all elements of the Ramchargers story. This audio book serves as the perfect road-trip companion, and contains 9 individual CDs, including bonus materials such as interviews and question and answer sessions.

Rockwell and McClelland take you behind the scenes with the group of Chrysler engineers who, from the 1950s through the 1970s, became one of the most successful and influential drag racing teams of all time. The only team of engineers from an automobile manufacturer to drag race successfully, the Ramchargers broke the most time barriers in drag racing history and earned the most NHRA Super Stock titles during the sport’s golden era of factory competition.

Rockwell, a Ramcharger himself, interviewed more than 40 team members, competitors, and track operators, making it the first book to provide inside details on all elements of the Ramchargers story. In addition to chronicling the races they won and legendary cars they developed (including the High and Mighty, 426 Hemi, and first Funny Car), corporate and personal files are revealed and take listeners behind the doors at Chrysler (showing, among other things, how the Ramchargers helped pioneer the platform team concept), and the personalities of the men who made it all happen.

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- Dropping The Atom Bomb - 1964
- Drag Racing’s Greatest Year - 1965
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376 pp., Paperbound 1996.
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978-1-56091-805-9, 750 pp., Hardbound 1996.
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By John Day

Electrical and electronic reliability is a critical issue for automakers and suppliers as well as car buyers and dealers. The burden of reliability falls most heavily on automotive E/E engineers, system and software developers, component suppliers, and tools vendors. This book explores ways that the automotive industry continues to add E/E features while maintaining if not improving overall reliability.

This book helps executives, decision-makers, and managers to quickly grasp the key drivers associated with E/E reliability in the automotive market. Academics who teach electronics and automotive engineering will also be interested in the book, as will those in government who legislate and regulate automotive electronics.

Author John Day interviewed nearly 50 experts on all facets of E/E systems and reliability during preparation of this manuscript. In addition, he culled information from press releases and presentations. He synthesized a massive amount of information and data into an easy-to-digest manuscript that gives a clear picture of the current state of E/E reliability and where the technology is headed.


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By Lindsay Brooke

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978-0-9722591-5-6, 140 pp., Paperbound 2008.
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This report summarises the key automotive trends at the Consumer Electronics Show, including interviews with key product development heads at Ford, BMW, GM, Mercedes-Benz. In addition, the report looks at the Connected Car market, key areas of development, the trends likely to take hold in 2011, and issues and challenges in the industry.

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This report analyses the state of relations between automakers and suppliers based on the SupplierBusiness authentic SuRe (Supplier Relationship) Index. Results of the 2011 survey show that ratings have fallen by 7.6% on average between 2010 and 2011. Thirty-three global automakers were ranked.
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AvtoVAZ-Renault-Nissan Alliance Report
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European Supplier Report
This Report looks at the macroeconomic environment including vehicle sales, production, imports and exports. The report also provides analysis of the OEMs, the European supply industry, and looks at both Eastern and Western Europe.
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Supplying Renault
This report, provides a complete overview over all the production and platform strategic implications for current and potential suppliers, and provides the results of unique research conducted by SupplierBusiness over a range of business practices and relational issues between the French carmaker and its supply base. 109 pp., PDF Only 2010. $2180.00 List Product Code: MR-SB-064

The Automotive Component Market in Russia 2010
This report provides information about spare part manufacturers in Russia. The report contains more than 40 foreign company profiles and over 200 Russian car-component and spare-part manufacturer profiles. 232 pp., PDF Only 2010. $2110.00 List Product Code: MR-SB-086

Supplying Ford
The last few months have underlined the importance of the OEM customer base of each supplier for medium- and long-term strategic success. This Report, as a part of the Supplying OEMs series, provides guidance and insight into the OEM’s strategic position on the purchasing side. 120 pp., PDF Only 2010. $1480.00 List Product Code: MR-SB-063

Connected Car Report - North America
This report provides a detailed study of the industry including market drivers and barriers, business models and connected car deployment timelines. A review of key OEM implementations by Audi, BMW, Chrysler, Ford, General Motors, Mercedes-Benz, Toyota / Lexus and Volkswagen is also included. 117 pp., PDF Only 2010. $1830.00 List Product Code: MR-SB-088

The Mexican Supplier Report
One of the largest contributors to the country’s economy has been the automotive industry. Post 1994, Detroit Three’s role in Mexico increased. At the same time, other OEMs such as Nissan and Volkswagen have also created their own market in Mexico. Both Nissan and Volkswagen have shifted certain production operations to Mexico, thereby creating ample growth opportunities for the auto parts suppliers. 383 pp., PDF Only 2009. $2110.00 List Product Code: MR-SB-006

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This report provides guidance and insight into the OEM's strategic position on the purchasing side. Contents cover: production strategy; procurement spending and organization; levels of vertical integration; biases in supplier selection; business practices regarding pricing and quality; R&D spending and focusing; modules and systems outsourcing policy; forward model programs; and SWOT analysis of supplying the OEM. 139 pp., PDF Only 2010. $2180.00 List Product Code: MR-SB-070

Indian Supplier Report
This report is the most detailed report available on the history, capabilities and plans of the Indian supply base, and will be of interest to everyone in the industry interested in sourcing from or investing in the subcontinent, or those who just need to understand the potential of the Indian industry in their sector. 332 pp., PDF Only 2009. $2110.00 List Product Code: MR-SB-005
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This report covers Active Safety Systems in Light Duty Vehicles including passenger cars, light trucks, SUVs and MPVs. Road safety failures are a major stain on the record of an advanced society.
141 pp., PDF Only 2009.
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Active Safety Systems Report, Volume II—Technology
This report covers Active Safety Systems in Light Duty Vehicles including passenger cars, light trucks, SUVs and MPVs. Road safety failures are a major stain on the record of an advanced society.
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Roofing Systems Report
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619 pp., PDF Only 2008.
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