

Maestro: Platinum First Edition-8-03-2016

## **Maestro: Platinum First Edition Available Now**

Roy Lonberger: Designer & Author (8/21/2016)

**Platinum First Edition:** Available now to my fellow designer friends, students, historians, and car buffs for pre-purchase prior to introduction at the 2016 Pebble Beach Concours D'Elegance. The book retains the quality and history of the sold-out prototype Designer Limited Edition, yet has been dramatically edited (improved narrative, additional images, less content, fewer pages, and reduced cost). To maintain the highest quality, I will self-publish one book at a time through Blurb on an individual purchase and digital print basis.

**“A Product for Every Purse”:** Following the famous GM marketing principle, there are five purchase options, each with a different subject matter and price point:

### **Platinum First Edition Book:**

Single Book, hardbound cover with dust cover, digitally printed by Blurb.

Includes Chapter-1: The Boss; Chapter-2: The Accolades; Chapter-3: The Biz; & Chapter-4: The Iconic xpCars.

80# Standard paper, 615 images, 84 contributors, 440 pages-**\$251**

### **Volume-1: The Boss; The Accolades, & Chapter-3: The Biz**

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Includes Chapter-1: The Boss; Chapter-2: The Accolades; & Chapter-3: The Biz

100# Premium Matte archival paper, 163 images, 84 contributors, 222 pages-**\$208**

**Volume-2: The Iconic xpCars**

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100# Premium Matte archival paper, 489 images, 84 contributors, 240 Pages-**\$219**

**Volume-3: The Vision-100 Years of Styling Excellence**

Single Book, 13x11, hardbound cover with dust cover, digitally printed by Blurb.

Includes Chapter-5: The Vision-100 Years of Styling Excellence

100# Premium Matte archival paper, 177 images, 84 contributors, 96 Pages-**\$112**

**Volume-4: The Author-50 Years of Design Passion**

Single Book, 13x11, hardbound cover with dust cover, digitally printed by Blurb.

Includes Chapter-6: The Author-50 Years of Design Passion

100# Premium Matte archival paper, 82 images, 84 contributors, 100 Pages-**\$118**

Digital printing is expensive. I understand that many will not purchase the book because of the high cost, but that is not important to me. What is important is that the book will be available to my associates who understand the unique value, demand the best, and who recognize this limited opportunity to own a piece of history.

Own a piece of automobile design art. It is too important not to have. The book is finished. There will be no second edition.

**Presale discount expires 8/21: Until then, I am offering the book at the above price (my cost + 10%).**

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