

Expertise from Mr. Corvette

Mike Yager's Corvette Bible
By Mike Yager



Today the Corvette is one of America's iconic cars, but the vehicle's success was not instantaneous. After rolling off the assembly line in 1953, slow sales led to rumors of the Corvette's demise. Over the next decade, engine and styling changes helped the innovative, clean and classic car win fans and buyers, including Mike Yager.

Mike, like many Corvette faithful, became a fan at a young age. He then began building a business around his passion for the car. Today, he is one of the leading Corvette collectors and businessmen. He is at the forefront of a Corvette movement that is resulting in record setting numbers of Corvettes crossing the sales block at many big name auctions, including those of Barrett-Jackson. Mike's company, Mid America Motorworks, is the country's largest supplier of Corvette parts and accessories, with a customer base of over one million. Now, he's sharing his years of knowledge with the world.

In his new book, *Mike Yager's Corvette Bible* (Krause Publications) Mike takes readers through the Corvette's history with unmatched attention to technical detail, and an innovative delivery of insider tips for buying and selling. Each chapter explores a year in

Corvette history, through stunning color photos, historical and production information, rating graphs and exclusive author observations in "Mike Yager Says" columns.

Living the dream

Whether readers are collectors or general enthusiasts, every auto aficionado will appreciate the story of the Corvette's evolution from almost failure to enduring success. Currently, the Corvette reigns as the number one collector car in the world. From the cruising fan to the restorer, there's room for every kind of Corvette enthusiast, especially in Mike Yager's world.

Mike's passion for Corvettes inspires others to live the dream. Read what one of many industry experts has to say. "Yager is living proof that a boyhood dream can evolve into a life's work," said George Mattar, *Muscle Machines* magazine.

Mike Yager

Mike Yager is owner of Mid America Motorworks, the leader in parts and accessories for Corvettes, founder of Corvette Funfest—which draws over 45,000 visitors and more than 14,000 Corvettes to Effingham, Illinois each fall, a familiar face on the SPEED Chan-



nel's "Dream Car Garage" and a collector whose passion is sharing his love and knowledge of Corvettes with others.

Mike Yager's Corvette Bible

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