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## The 1969 Plymouth Road Runner

By Jason Tarasi

The Road Runner line was first produced by Plymouth in 1968 with a back-to-basics strategic approach aimed at making muscle cars more affordable for the average Joe rather than having them remain fully-loaded, luxury cars that few could afford. As a result, Road Runners were targeted to a different market. Even though they were downgraded some compared to other muscle cars of their time, the 1969 Plymouth Road Runner made record sales for Plymouth and became one of the top-five muscle cars in existence in terms of best sellers.

If I had to describe Plymouth's 1968 release of the Road Runner in one word, that word would be - unique. In fact, the '68 model was incredibly unique because its body design was based on the luxury Belvedere with a pillared coupe style. It actually sported a cartoon character - Warner Brother's road runner - as décor and a "cute" beeping horn that complemented the unusual, but popular image.

There weren't a bunch of luxury options for the '68 model, after all, the point was to produce a high-performing muscle car at a less than luxurious price, so carpet wasn't even a standard feature, rubber floor mats and bench seats were. To fulfill the performance standards of production, the coupe body was accompanied by a standard 383 cid power plant complemented by racy heads, manifolds, camshafts and valve springs along with high performance suspensions, tires and brakes. A 426 Hemi was an optional engine upgrade.

The 1968 version of the Plymouth Road Runner was wildly successful, so with release of the 1969 Plymouth Road Runner, Plymouth was more generous with its options. Hardtop, pillared coupe and convertible body styles were made available. Bucket seats were an alternative to the original bench-style seat. The '69 Road Runner was still very affordable as well as extremely powerful with its engine options ranging from 383 to 440 cid. A 440 + 6 Hemi-like option with an operational hood scoop made the 1969 Plymouth Road Runner one of the fastest racing cars around. The 426 Hemi V8 was also an option that created a real screamer on the raceways.

The 1969 Plymouth Road Runner, like its 1968 predecessor, was a unique car that was both simple and powerful. The '69 model had more options than the '68, but it remained more affordable to a broader audience than some of its competing muscle cars. Road Runners weren't wimpy sports cars

by any means. They were build strong and sturdy which makes them a highly desirable classic muscle car due to their durability despite their age.

Jason Tarasi is a muscle car enthusiast who runs the Muscle Car Monster Website, where members can buy and sell muscle cars for free through the site's online classifieds.

<http://www.musclecarmonster.com/>

## **Home Business Tips – Runners and Leaders**

**By Michael Hein**

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The Leader and the Runners by Michael Hein

Runner

Every Internet publisher loves their runners; runners are extremely productive when it comes to generating traffic for them. A runner will spend most of their time:

Surfing like mad from page to page and signing up with many affiliate networks, they end up spending 80% of their time running the leader's business.

Dreaming day in and day out about traffic and sales and using this motivation to work endless hours into the early morning updating their web page and adding more affiliate links. A good runner will also dedicate time to generating traffic and again the dream of the fantastic job they are doing and how soon all of the hard work is going to pay them with a well-deserved lifestyle spurs them on.

Runners don't stop to think because they have not enough time to get all of the work done, marketing and page updates are consuming all of the runner's time. A runner, once established will spend more money on the books their Leaders are selling and rarely do they earn from the Ebooks they sell.

Runners have difficulty maintaining regular traffic to their site without spending a lot of time doing so.

Runners rarely have any strong web development background

Runners always want to be leaders

Leader:

A leader appreciates what is necessary to maximise their opportunities and incorporates this into every single element of published material that they pass on to their runners.

They will entice a runner with a fantastic collection of Ebooks that will always contain links back to the

Leaders site.

They will make use of every possible opportunity to plug their site (Auto responders, Newsletters, Re-branded Ebooks, Self written material). Remember that a leader will rarely publish material containing links to other Leaders sites, unless they have a well-calculated joint venture.

A leader may well have a well-established business and web development knowledge.

Almost all leaders have been runners but they learned and studied all materials carefully and used their intelligence to build up their first Leading business.

Leaders remember how it is that they themselves were enticed by products and sales letters and learn to duplicate this effect within others.

Are you a runner or are you a leader?

These obvious points I have made are actually very important indeed to keep in mind, the majority of us are runners and simply don't know how to achieve a leader status.

About the Author: Michael Hein is the author of many great articles for Internet Marketing Success. No SALES approach to providing down to earth information about internet business. <http://www.webpremises.com> or <mailto:michael.hein@webpremises.com>



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