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The Loyalty of Classic Car Enthusiasts by Sandeep Thakur

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American classic cars span a generation of various models, companies and styles, but the one thing they have in common is customer loyalty. Americaâ€™s love affair with classic cars and the automobile in general, is well documented and much of it stems from a period of car manufacturing from the 1940â€™s all the way through the 1960â€™s. But why do so many of these cars create so much loyalty, enthusiasm and passion among their owners and even casual car aficionados?

Unlike the sleek lines, aerodynamics and built-for-fuel-economy efficiency of modern cars, classic cars of years gone by remain favorites among classic car collectors because they sported unusual design features and larger engines for more power that clearly caught the imagination of generations growing up and coming into their own. These cars became distinctly linked with their eras and as time goes by, they provoke instant nostalgia as they drive the highways or are seen featured at car shows. John Rosatti, a successful business entrepreneur and multiple super yacht owner, is a man that avidly collects classic cars.

The classic lines of what came to be known as â€˜Pony Carsâ€™ or â€˜Muscle Carsâ€™ made by several car companies changed the landscape of America. As they started to roll off assembly lines, America and classic car enthusiasts like dedicated entrepreneur John Rosatti, became passionate for muscle cars, not only for their unique look and design, but also the high-speed performance of their V-8 engines. While no two models were alike, grouped together they created a surge in auto interest that made people want to own them. Even as time progressed and models evolved, new generations have returned to the classic roots of those first models as they have stood the test of time and remind us of another era.

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