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ALL CORVETTES ARE RED: The Rebirth Of An American Legend



Synopsis

This work focuses on how the automobile giant GM reinvented the Corvette, a car which became legendary soon after its original release in 1953. It explains how dedicated designers, engineers and executives, eventually managed to produce the fifth-generation Corvette, which was originally meant to be released in 1993, but was delayed due to GM experiencing extreme financial problems. It is also a revealing account of the inner workings of the automobile industry.

Book Information

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Customer Reviews

PZEditor received this response: Interesting review. But it sure had a lot of wrong stuff. 1. The chassis design was not completed until long after McLellan left. 2. The book was not rewritten. Not even once. My deal with GM gave them the right to correct technical mistakes, but nothing else. At the request of a GM lawyer, I did delete three cuss words in John Cafaro quotes. That still left a lot of cussing. There was a few minor technical mistakes that were found by the readers inside the Corvette team and those were fixed, too. No one in Chevrolet management, except a couple of PR guys, read the manuscript. The PR guys did not raise a single objection. 3. Your PR source about fighting between Hill and McLean is dead wrong. I was there. I sat in on the meetings. I saw them work. Basically you're calling me a liar. I wrote what I saw and I'll stand by it 100 percent. Somebody gave you bad info. Jim Scheffer

I don't know exactly what I expected when I purchased this book, probably a fluff piece with lots of

GM furnished pap and glamour shots of the car and people. I guess that was OK with me. What I got was a far different story, a scary walk down the halls of a giant corporation that I only thought was some kind of standard to measure the overall management prowess of other firms. The author does a magnificent job of detailing the warts of GM without seeming ungrateful for the opportunity to do so. The new Corvette was five years late and probably wouldn't have happened for another three years were it not for a very small number of dedicated individuals who had to work like Green Berets in enemy territory to get out a new car in their own corporation. Don't expect fluff or coffee table graphics. This book is a masterful chronicle of the making of a new car in an environment of overpowering resistance to the concept of movement. It is a real eye opener to everyone who believes that large firms know what they are doing - or even that they recognize the difference between moving or not moving. This book could very well be a case study text in the Organizational Behavior/Development classes took in grad school. A must read for car nuts or students of the American business scene, but not for the Vette nut that wants a promo piece on the new wheels.

I bought this as a gift for a friend because I enjoyed reading it so much several years ago. The friend is a Corvette owner and his model was the one being described in the book. The story line is about the development process for the new Corvette (several versions ago), but the product development process with all the politics, corporate infighting, and personality clashes is the same for every project in which I have been involved.

I purchased a C5 Corvette in order to join a Corvette Club last fall. I loved this book on two levels. The first level is the story of the Corvette and the other is based on the fact I am old retired GM employee who lived through the times discribed in this book. This is a book that is hard to put down. I read it in two days and then went back and reread it again about a month later and got much more out of it then. The story is of the C5 and the bigger story of what was going on at GM during this time is gripping. It starts with the first days of the C5 and ends with the first Corvette down the production line. I bought several books on the Corvette and this one is head and shoulders better than any of the others. Charles

Being a fan of Corvettes for years, I wanted an "insider's" view of what goes on behind the scenes at a division of the largest automotive manufacturer in the world. It was much as expected. Having visited and done work at several GM plants and facilities, I am reminded of the inflated "baggage" that is so prevalent in large corporations. It was however, very interesting to read of the successes

and triumphs within the division, be they few and far between, are truly successes. I liked the book because I am interested in the creative processes involved in new "things". Especially automotive related "things". It is a definite "must-read" for business majors preparing for a career at a large corporation. There's nothing like 'em. I especially appreciated the detail that went into all the various systems and functional testing of features in the car. If GM spent that much time on every "new" vehicle, the buying public would be very satisfied.

Anyone who thought that GM, Ford and Chrysler should have been allowed to die and that somehow, scrappy new carmakers would take their places should be forced to read this book, so they can get it through their thick heads how difficult and expensive it is to develop something as complex as a car, especially when untried and untested ideas and processes are involved. That GM engineered a tight, fast (170mph), rattle-free, great-handling sports car at a time when they were struggling financially, and still managed to hold the price to half that of comparable sports cars from foreign manufacturers, is a testament to their ingenuity and technical skill, skill that would have been lost forever if they had been allowed to go out of business. One last thing: Toyota's financing arm was in such bad shape in 2009, they were forced to go to the Japanese government for a bailout. And they got it. No handwringing about the "free market". Japan knows good and well that there's no free market, which is how a country as small as Japan can support NINE car companies, and a country as large as ours can barely support two-and-a-half. Something very, very wrong with that picture.

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