



All Corvettes Are Red (Inside the Rebirth of an American Legend)

James Schefter

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No other American car carries the mystique of the Corvette, and early in 1997, General Motors unveiled the stunning fifth-generation Corvette to universal acclaim. But GM's triumph was hard-won -- the legendary sports car had nearly fallen victim to internal company politics and a squeeze on profits. In this candid and compelling book, journalist James Schefter reveals the inside story of the people who saved and reinvented the Corvette, from the drawing board to the assembly line.

For eight years, Schefter enjoyed unprecedented access to every part of GM, including areas off-limits to many company vice presidents. A true insider, he observed the new Corvette's odyssey from sketch to clay model to prototype to production vehicle. He accompanied test drivers across scorching deserts and snow-packed mountains. And he came to know the fiercely dedicated team of designers, engineers, and executives who fought and achieved their dream: a new Corvette that is better conceived, better built, and less expensive than its predecessors. The Corvette's odyssey to reclaim its glory is a thrilling testament to the endurance of American spirit.

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