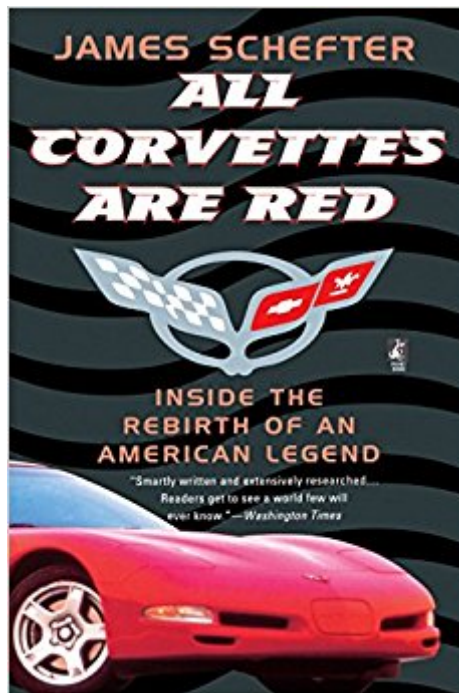




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All Corvettes Are Red (Inside The Rebirth Of An American Legend)



Synopsis

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.

Book Information

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Customer Reviews

Washington Times Smartly written and extensively researched....Readers get to see a world few will ever know. Joe Collins Booklist A TRUE LABOR OF LOVE....Chevy and Corvette lovers and especially sports-car enthusiasts will lap up this first-ever behind-the-scenes look at GM. Paul Lienert Automobile Schefter traveled everywhere with the Corvette team....The result is an insider's

account not just of the [1997] Corvette's birth, but of the whole agonizing and often arcane product-development process at GM. Ken Gross Automotive Industries That Schefter persisted with the story is as much a tribute to crack journalism as the latest 'Vette is to classic sports cars. Kirkus Review [A] fly-on-the-wall peek at General Motors....Schefter is allowed to prowl around the hallways of GM, focusing on the design and launching of the 1977 Corvette....It's the attention to insider details that makes this account interesting for Corvette enthusiasts and pedestrians alike. Publishers Weekly A candid look at the tortuous, crazy, unpredictable process of creating a car....Crammed with an abundance of technical and engineering detail, All Corvettes Are Red will engage auto enthusiasts....Library Journal Schefter was granted unprecedented access....A revealing tale of intrigue and the inner workings of corporate America is the result.

James Schefter's work has appeared in such publications as Time, Life, Popular Science, Paris Match, and Reader's Digest. He lives in Park City, Utah, and spent at least two weeks a month in Detroit since 1988, researching and writing this book.

Mixed feelings. I bought this a few weeks after buying a fantastic 14 year old C5 Corvette. This book tells the complete story of how the C5 came to be... in almost agonizing detail. The extremely well researched look behind the scenes was both fascinating and a bit boring at the same time. Do I really need to know every little conflict or decision that was made at every meeting over the course of a few years? I really don't. But there were certainly enough interesting tid-bits to keep me interested (not quite done yet). After reading this book, it will seem in some ways, a miracle that the C5 (and beyond) survived at GM, but it also makes you understand how incredibly tragic (and stupid) it would have been for them to kill it off during the very turbulent early 90's. This would have made a fantastic 100-150 page abbreviated book, or as a series of articles. At ~350 pages, it feels a bit tedious, but I still encourage any Corvette fan, especially C5 fans, to add this to their library. As a software UI designer, I can appreciate the enormous amount of time the book talks about design teams and design issues - but if you're not into that, you may not enjoy it as much. Scan and skip if you have to, but there's some good stuff in there.

A MUST read for anyone who wants to understand all of the challenges that go into making a world-class sports car! You don't have to be a Vette fan to truly enjoy this book by James Schefter.

Outstanding book with the insider's viewpoint. While not a true insider, the author was permitted to

follow the development of the C5 Corvette. It is amazing to this writer that GM can produce an X head screw let alone a great car. However, the C5 Corvette triumphs over the infighting and squabbles of management, design, engineering, advertising and production staff.

Exceptional Book ! A Must have for all Vette & Car folks....

Great book, now I know why the colume lock issue is still a problem and why truck lid on the 2003 doesn't easily open. And why the doors weight a ton and need to be closed firmly. And why it drives like a dream and has awesome power.....

Written in a style of a novel. although pure fact, this book tells the tale of a group of engineers, designers and middle management at GM who took it upon themselves to keep a dream alive. Set in the darkness days of slashed budgets and canceled projects at GM under the Presidency of Roger Smith, this is a wonderful testament to those who kept the Corvette Marguis alive. From the hiding of budget items in a vast corporation to the saga of disappearing walls in design studios where the work was kept out of sight from Management not in the know, this story unfolds like a work of fiction with the twists and turns of a great spy novel. If you own a Corvette, or ever dreamed of owning one, this is a must on your book shelf.

If you own a C5 Corvette or have worked for GM or another car company, then this book is probably a good read. I own a C5 and enjoyed it pretty well, though it was not riveting (though it is factual so I can't blame the storyline). This book follows the entire creation of the C5 (fifth generation Corvette) and the many challenges faced by GM from the late 80s through the late 90s. After reading this book, it gave me a new respect for my car while at the same time lowering my respect for the C4.

Interesting read- give a good insight into the dysfunctional organization that was GM in the 90's. It's a testament to the tenacity and dedication of the Corvette team that such a great car was released- for that matter, that Corvette survived Roger Smith and Bob Stempel at all.

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