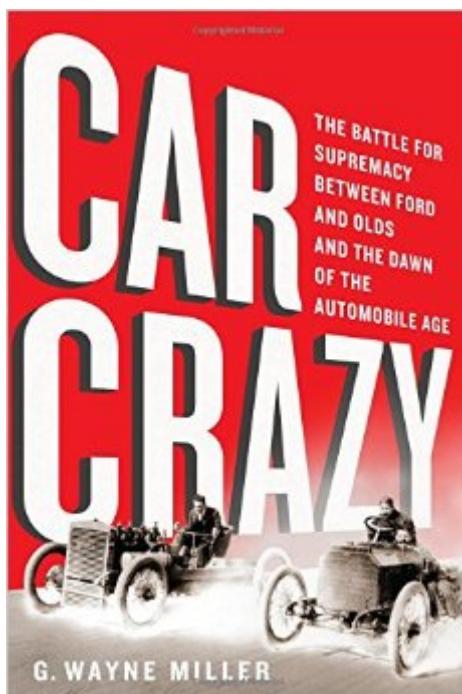


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Car Crazy: The Battle For Supremacy Between Ford And Olds And The Dawn Of The Automobile Age



Synopsis

Before the "Big Three," even before the Model T, the race for dominance in the American car market was fierce, fast, and sometimes farcical. *Car Crazy* takes readers back to the passionate and reckless years of the early automobile era, from 1893, when the first US-built auto was introduced, through 1908, when General Motors was founded and Ford's Model T went on the market. The motorcar was new, paved roads few, and devotees of this exciting and unregulated technology battled with citizens who considered the car a dangerous scourge, wrought by the wealthy, that was shattering a more peaceful way of life. Among the pioneering competitors were Ransom E. Olds, founder of Olds Motor Works and creator of a new company called REO; Olds' cutthroat new CEO Frederic L. Smith; William C. "Billy" Durant of Buick Motor Company (and soon General Motors); and inventor Henry Ford. They shared a passion for innovation, both mechanical and entrepreneurial, but their maniacal pursuit of market share would also involve legal manipulation, vicious smear campaigns, and zany publicity stunts—including a wild transcontinental car race that transfixed the public. Their war on wheels ultimately culminated in a courtroom battle that would shape the American car industry forever. Based on extensive original research, *Car Crazy* is a page-turning story of popular culture, business, and sport at the dawn of the twentieth century, filled with compelling, larger-than-life characters, each an American original.

Book Information

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Customer Reviews

The automobile industry, Ford asserted with patriotic flair, was a core part of the American economic revolution that was propelling the country to global dominance: "American genius and

enterprise have brought about the time when automobiles are built in America by the same methods that are enabling American goods to surpass all others in the worldâ™s market. Who wants anything but an American watch, an American sewing machine, an American yacht, an American bicycle or an American locomotive? â|. The Ford Motor Company started in business with this one great principle in view: to take the automobile out of the list of luxuries and put it in the class of necessities.â™â•-- page 234These were the men bound and determined to build the first âœhorseless carriageâ• in America. They numbered in the hundreds, if not thousands. Among the most prominent names were Ransom Olds, Roy Chapin, Frederic L. Smith, David Dunbar Buick and of course Henry Ford to name but a few. Yet the ideas of how to accomplish this feat literally knew no bounds. Which technology would ultimately triumph? Would it be the steam engine, the electric car, the gasoline powered engine or perhaps something else? It would take decades of tinkering by inventors, engineers and entrepreneurs before the puzzle finally would be solved. The rough and tumble saga of the competition to develop, test, reinvent and ultimately market the automobile is the subject of G. Wayne Millerâ™s outstanding new book âœCar Crazy: The Battle for Supremacy Between Ford and Olds and the Dawn of the Automobile Ageâ•. This is a fascinating slice of Americana I had never really explored before. Furthermore, it seems that not all that much had been written about this topic previously. I simply could not put this book down.

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