



# **ALL CORVETTES ARE RED: The Rebirth of an American Legend**

*James Schefter*

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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.

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