



Iacocca

An Autobiography

Lee Iacocca
with William Novak

THE PHENOMENAL WORLDWIDE BESTSELLER IACocca: AN AUTOBIOGRAPHY

“His flamboyance as the chairman who saved Chrysler Corp. from bankruptcy has made him the business world’s leading celebrity.... Many people admire Iacocca for his marketing savvy and management expertise. But it is probably his knack for plain talk that strikes the most responsive note among his fans.... The book, written in collaboration with journalist-lecturer William Novak, surges from personal history to management tips to lectures on such pet Iacocca topics as auto safety, labor costs, and industrial policy.... It is vintage Iacocca.”

—*Business Week*

“The story of the resurrection of the Chrysler Corporation is exciting and well handled by Mr. Iacocca ... There are plenty of clues to Mr. Iacocca’s management methods. He’s a good listener, but when the times come to stop listening and act, he becomes a decisive commander. People both like him and respect his talents so he can attract other talented people like a magnet. And he has the all-important leadership quality of humility: the reason your employees follow you, he writes, ‘is not because you’re providing some mysterious leadership. It’s because you’re following them.’ ... Every mother who has sons or daughters headed for a business career will want to give them *Iacocca* for Christmas.”

—*The New York Times Book Review*

“*Iacocca* reads like Iacocca talks ... the voice is unmistakable.... He is a big guy (6 ft. 1 in., 194 lbs.), a driven guy, an earthy, passionate, volatile, funny, and profane guy, a talkative guy who tells it like it is, who grabs for gusto, who damns the torpedoes, and plunges full-speed ahead.”

—*Time Magazine*

“Lee Iacocca is an American hero.... Iacocca’s candid analysis of what is right and wrong with the auto industry, big labor, government, and America is insightful and refreshing ... *Iacocca* provides readers with an unusual insight ... into the inner workings of one of modern America’s great characters.”

—*Philadelphia Inquirer*

“Engaging.... Mr. Iacocca’s book is a profile of a strong-minded corporate chief who moves on the balls of his feet ... Mr. Iacocca drops some little bombshells that are certain to get attention in Detroit.”

—*The Wall Street Journal*

“Iacocca describes how he assembled his team of disgruntled ex-Ford men and retired executives, cajoled his suppliers and battled his banks, cut and slashed at the company, wrenched a billion-dollar loan guarantee out of the federal government, became a media star, rolled out his K-cars, and saved the day. He did just that, by the way.”

—*Chicago Tribune*

“Apparently the age of American industrial heroes in the computer age is not dead—at least not while there is a Lee Iacocca story like this one ... This book is his story and it’s a dilly—and here let me add a word of commendation to collaborator William Novak for letting Iacocca speak in his own true voice throughout.... Iacocca’s is one of the great success stories of the decade and will be enjoyed by all his readers.”

—*John Barkham Reviews*

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LEE IACOCCA

WITH WILLIAM NOVAK



BANTAM BOOKS

NEW YORK • TORONTO • LONDON • SYDNEY • AUCKLAND

IACOCCA
A Bantam Book

PUBLISHING HISTORY

Bantam hardcover edition published November 1984

Bantam mass market edition / July 1986

Bantam trade paperback edition / May 2007

Published by

Bantam Dell

A division of Random House, Inc.

New York, New York

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Library of Congress Catalog Card Number: 84-45174

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eISBN: 978-0-307-78868-9

www.bantamdell.com

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*To my beloved Mary,
for your courage ...
and your devotion to the three of us.*

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ACKNOWLEDGMENTS

It's customary for an author to thank all the people who helped him with his book. But since this is an autobiography, I want to begin by thanking some of the people who helped me with my life—my true friends who stuck by me when my world was falling apart: Bishop Ed Broderick, Bill Curran, Vic Damone, Alejandro deTomaso, Bill Fugazy, Frank Klotz, Walter Murphy, Bill Winn, and Gio, my barber. Also my doctor, James Barron, who helped me keep mind and body together.

I want to thank the gang that came out of cozy retirement to give me a hand at Chrysler—Paul Bergmoser, Don DeLaRossa, Gar Laux, Hans Matthias, and John Naughton—and the young Turks like Jerry Greenwald, Steve Miller, Leo Kelmenson, and Ron DeLuca, who left good and secure jobs to pitch in and help save a dying company.

In my thirty-eight years in the auto business, I was blessed with three secretaries who really made me look good. The first was Betty Martin, a woman so talented she made many of the Ford officers look bad by comparison. The second, Dorothy Carr, left Ford the day I was fired and came over to Chrysler out of sheer loyalty, even though she put her pension in jeopardy. And the third, my present secretary, Bonnie Gatewood, a veteran Chrysler employee, ranks right up there with them.

I am grateful to my old friends from Ford, those precious few who stayed my friends during the dark days: Calvin Beauregard, Hank

Carlini, Jay Dugan, Matt McLaughlin, John Morrissey, Wes Small, Hal Sperlich, and Frank Zimmerman.

I want to thank Nessa Rapoport, my editor, who made sure this book would have no recalls; the people at Bantam Books who worked so hard, particularly Jack Romanos, Stuart Applebaum, Heather Florence, Alberto Vitale, and Lou Wolfe; and my invaluable collaborator, William Novak.

And, it goes without saying, my daughters, Kathi and Lia, who were really my whole life and still are.