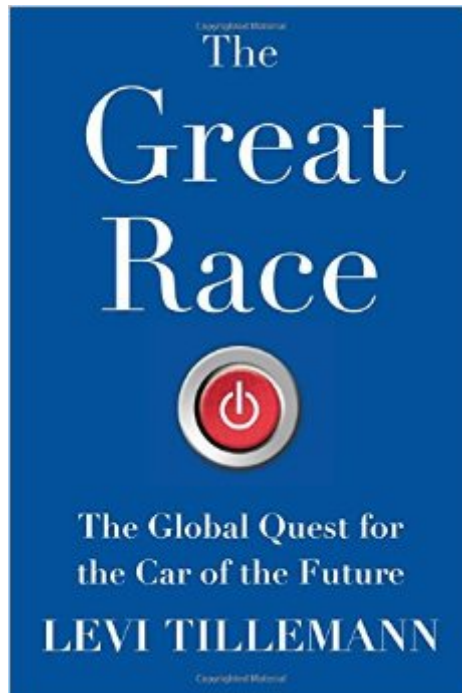


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The Great Race: The Global Quest For The Car Of The Future



Synopsis

The Great Race recounts the exciting story of a century-long battle among automakers for market share, profit, and technological dominance—and the thrilling race to build the car of the future. The world's great manufacturing juggernaut—the \$3 trillion automotive industry—is in the throes of a revolution. Its future will include cars Henry Ford and Karl Benz could scarcely imagine. They will drive themselves, won't consume oil, and will come in radical shapes and sizes. But the path to that future is fraught. The top contenders are two traditional manufacturing giants, the US and Japan, and a newcomer, China. Team America has a powerful and little-known weapon in its arsenal: a small group of technology buffs and regulators from California. The story of why and how these men and women could shape the future—how you move, how you work, how you live on Earth—is an unexpected tale filled with unforgettable characters: a scorned chemistry professor, a South African visionary who went for broke, an ambitious Chinese ex-pat, a quixotic Japanese nuclear engineer, and a string of billion-dollar wagers by governments and corporations. To explain the scramble for the next-generation auto—and the roles played in that race by governments, auto makers, venture capitalists, environmentalists, and private inventors—comes Levi Tillemann's *The Great Race*. Mr. Tillemann seems ideally cast to guide us through the big ideas percolating in the world's far-flung workshops and labs. (The Wall Street Journal). His account is incisive and riveting, explaining how America bounced back in this global contest and what it will take to command the industrial future.

Book Information

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Customer Reviews

• The Great Race • is a great book, no pun intended. But, there a couple of caveats. The one that actually got under my skin was that the author comes across as an egregiously left wing liberal, i.e., anything that is good environmentally came about because of the dedicated efforts of the big government Democrats. On the other hand, it has been those dastardly shortsighted Republicans and other conservatives constantly trying to block the righteous efforts of the more farsighted Democrats and their selfless regulators. As it turns out, I am a right of center conservative, but here is the thing. Despite that character flaw, I am all for electric vehicles and energy conservation in general. I even like the idea of self-driving cars. Being a conservative and being pro-environment and pro-alternative energy are not mutually exclusive propositions. I don't know anyone that is for impure water or foul air. My other objection is closely akin to the first. It has to do with the federal government funding individual businesses. Historically the problem has been the how-to's of the process, i.e., how the individual businesses to be funded have been selected. Too often in the recent past, the process has looked an awful lot like crony capitalism where sweetheart deals are made more as political payback rather than purely scientific and/or objective criteria. It is human nature. People invest other people's money differently than they would their own, especially when there is no real accountability or risk of personal loss. In the best of all worlds, government funding would be made by some independent entity without political consideration, which may be why the military has had a reasonably good record in this regard.

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