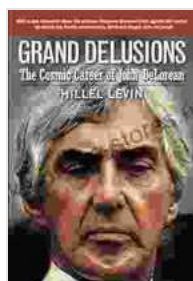


The Cosmic Career of John De Lorean: From Auto Executive to DeLorean Motor Company Founder and Beyond



GRAND DELUSIONS: The Cosmic Career of John DeLorean (with Afterword) by Hillel Levin

★★★★☆ 4.3 out of 5

Language : English
File size : 2641 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 271 pages
Lending : Enabled



Early Life and Career

John Zachary DeLorean was born on January 6, 1925, in Detroit, Michigan. His father was a tool and die maker, and his mother was a homemaker. DeLorean showed an early interest in cars and mechanics, and he built his first car at the age of 14.

After graduating from high school, DeLorean attended Lawrence Institute of Technology in Detroit, where he earned a degree in mechanical engineering. He then went to work for General Motors (GM), where he quickly rose through the ranks. In 1965, he was named the youngest-ever general manager of GM's Pontiac division.

The DeLorean DMC-12

In 1973, DeLorean left GM to start his own company, the DeLorean Motor Company. His goal was to build a sports car that would be both stylish and affordable. The car, which was called the DMC-12, was designed by Giorgetto Giugiaro and featured a gull-wing door design.

The DMC-12 was a hit at its debut in 1981, and DeLorean received orders for over 20,000 cars. However, the company soon ran into financial problems. The DMC-12 was more expensive to produce than DeLorean had anticipated, and the company was also plagued by quality problems.

In 1982, DeLorean was arrested on charges of drug trafficking. He was acquitted of the charges in 1984, but the scandal damaged the reputation

of the DeLorean Motor Company. The company filed for bankruptcy in 1985, and production of the DMC-12 ceased.

Later Career

After the collapse of the DeLorean Motor Company, DeLorean worked as a consultant and motivational speaker. He also wrote several books, including "On a Clear Day You Can See General Motors" (1984) and "The Truth About the DeLorean" (2005).

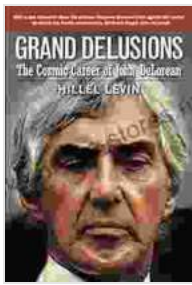
DeLorean died of a stroke in 2005 at the age of 80. He left behind a legacy as one of the most colorful and controversial figures in the automotive industry.

Afterword

John DeLorean was a visionary who dreamed of building a sports car that would be both stylish and affordable. He achieved his dream with the DeLorean DMC-12, but the company that he founded was ultimately doomed by financial problems and scandal.

DeLorean's story is a cautionary tale about the risks of taking on too much debt and the importance of having a solid business plan. It is also a reminder that even the most successful people can make mistakes.

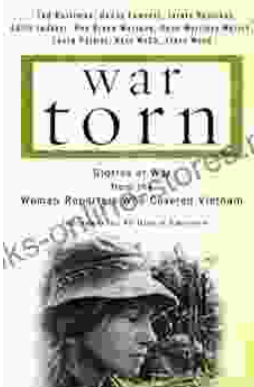
Despite the setbacks that he faced, DeLorean never gave up on his dreams. He was a true entrepreneur who was always willing to take risks. His legacy will continue to inspire people who are looking to achieve their own goals.



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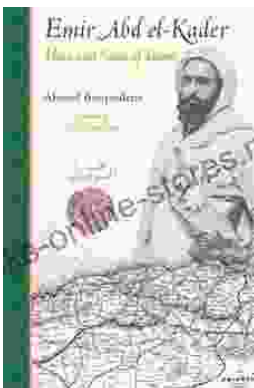
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