



Go Like Hell: Ford, Ferrari, and Their Battle for Speed and Glory at Le Mans

By A J Baime

BRILLIANCE AUDIO, 2014. CD-Audio. Condition: New. Unabridged. Language: English . Brand New. By the early 1960s, Ford Motor Company, built to bring automobile transportation to the masses, was falling behind. Baby boomers were taking to the roads in droves, looking for speed not safety, style not comfort, and Ford didn't offer what these young drivers wanted. Meanwhile, Enzo Ferrari lorded over the European racing scene, crafting beautiful, fast sports cars that epitomized style. Baime tells the remarkable story of how Henry Ford II, with the help of a young visionary named Lee Iacocca and a former racing champion turned engineer named Carroll Shelby, concocted a scheme to reinvent the Ford company. They would enter the high-stakes world of European car racing, where an adventurous few threw safety and sanity to the wind. They would design, build, and race a car that could beat Ferrari at his own game, at the most prestigious and dangerous race in the world, the 24 Hours of Le Mans. Go Like Hell transports readers to a golden era in racing when Ford's innovative strategy led to victories on the track and renewed respect for the American automobile.



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