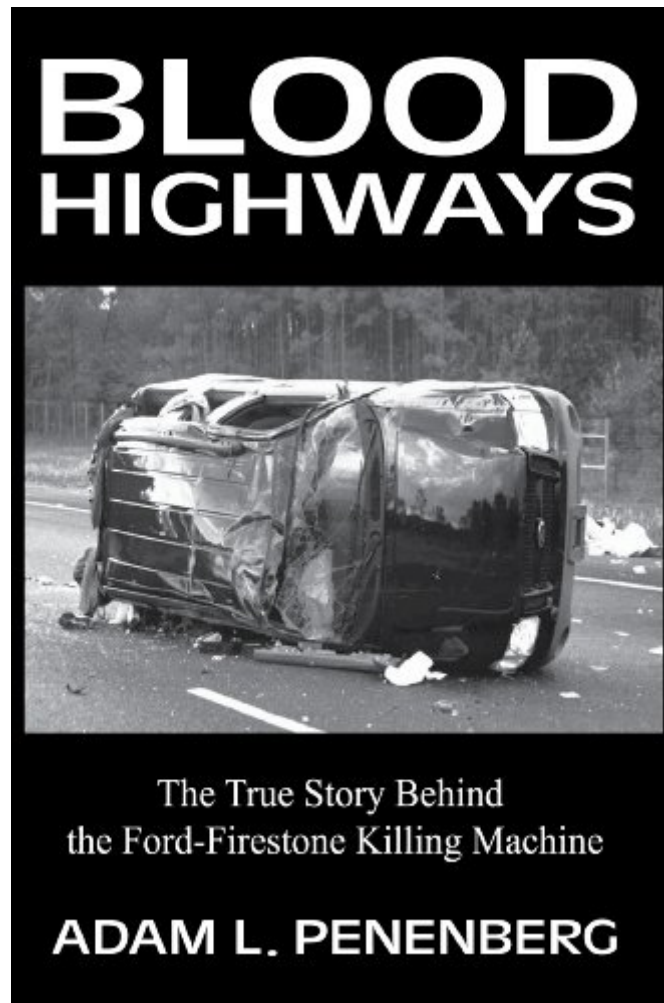




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# Blood Highways



## Synopsis

Blood Highways is the heart-wrenching account of the biggest product liability case in history: the Ford-Firestone fiasco. At the center of the story are two people: Tab Turner, a charismatic trial attorney from Arkansas, who has made a career out of forcing Ford and other automakers to own up to knowingly trade human lives for profits; and Donna Bailey, a single mother and outdoor enthusiast who fought back from the brink of death to confront those ultimately responsible for her accident. Weaving together harrowing depictions of the accidents and their consequences with the stories of the men and women who labor to police the auto industry and its reckless cost-cutting, Blood Highways will transform the way you view corporations, the government, the courts, and the media. Above all, this book shows the price the public pays in wrecked and mangled lives when companies focus more on shaving costs than making quality products.

## Book Information

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## Customer Reviews

This is a geat book on so many levels, I read it in one day!!Besides the great attention to detail

covering the Ford/Firestone debacle, it shines a spotlight onto corporate ethics. That might be the greatest most overriding point of this book. It should almost be required reading for people promoted to management. What Adam didn't indicate in his book (I don't recall seeing it), is that while Ford engineers pointed out during numerous pre-production design stages the Explorer was shown to be unstable and what the costs would be to re-design accordingly to make it more stable. Remember, at that time, Ford was getting away from the Bronco II which had a roll-over fatality rate of 1 in 500 Broncos sold!! So Ford should have been more than extra cautious given all the Bronco lawsuits at the time. And get this: Ford was making piles of cash! In 2000 Ford had \$24 billion of cash on hand as reported in the book, *High And Mighty* (also a good book). It would have been far cheaper to stop and make the necessary changes up front (which they ultimate did re-design) than fight the flurry of lawsuits, investigations, fines and reputation dragged through the mud. Even though this book is getting on in years, it still has significant relevance in terms of corporate ethics and like I say, should be required reading for corporate managers.

My parents were Ford Explorer loyalists for years; they had both the four-door and two-door models. As they were driving home in their 2000 Explorer model from the Outer Banks of North Carolina after a vacation where the temperatures had been close to 100 degrees every day that summer, a fellow motorist frantically signaled them to pull over. My dad thought the other motorist needed help, but it was quite the opposite: one of the rear tires, made by Firestone, had developed a huge bubble in the sidewall. Thanking the gentleman for his help, my parents drove the car at about 30 miles an hour and stopped at the nearest Firestone dealer. They paid for the new tire and gave my folks a reimbursement form and prepaid envelope in which to send the receipt to Ford. When they got home to Pennsylvania, they mailed it in and Ford paid them in full and also gave them an appointment at the Ford dealer to swap out the other three for free. When their lease was up and they turned it in for another Explorer, my father wouldn't take it off the lot if it didn't have Goodyears on it. People complain about personal injury and product liability lawyers, but they are absolutely necessary. If Senate and Congress won't protect people because they're in bed with corporate lobbyists, the trial litigators have to do it. I will never get in my car again without checking all of its tires first again.

Fascinating expose of these two corporate entities in their quest to continue making money at the expense of unsuspecting Ford Explorer drivers. Extremely well written book that is truly a page turner. It's more than you'd ever expect to learn about the workings of manufacturers concerned

with profits and very cavalier about the costs to unwitting consumers. It was cheaper to pay out for a few deaths than slow production or suffer regulation of their industries. Peneberg is masterful at presenting all the conflicting politics and interests of the players while still focusing on the human tragedy of their victims.

purchased a new 2000 Ford Explorer just before the Firestone tire failure debate became news. Ford declared my tires were not in the recalled group. Preparing for a four thousand mile road trip, replaced my tires at my expense. Upon returning, Ford informed me my tires were subject to recall, and reimbursed me for my replacements. Even though Ford continued to blame Firestone for the tire failures and rollover incidents, this book detailed how Ford hid design failures and engineering recommendations, and their underhanded methods to force Firestone to manufacture lower priced, lesser weight, and resultantly lower quality tires, or lose 20 percent of their market sales. definitely an eye opening book, and I doubt that I will ever purchase another new Ford product, nor Firestone tire..paul bass

Very scary that major corporations think only of the bottom line and not the safety of the public. I remember something about this in the press years ago, but was curious about the details. This book puts the legal profession in good light since they went above and beyond the necessary defense and they shared the information to protect others in the same scenario. A bit of repetition, but I couldn't put it down. From the beginning crash to a semi happy ending it was a good read.

The story is somewhat difficult to get through as it is more of a summation than a story. With that said it is well done and documents the lack of accountability by many of our large corporations. It is sad that they had to be sued as none were willing to admit liability. What is scary is that many people still drive these death wagons.

Fantastic information into an industry that lost it's way! It is fortunate that the author made this information available to all! As tragic as this story is, what makes it worse, is that it is still happening today, only with a different company! I don't think that this scenario is over yet! A MUST READ!

An excellent example of how far the American automobile industry will go to deny their errors and liability. No one inside these companies even when the problems were known wanted to tell the boss or take corrective action. Go along and get along was the philosophy. An exciting and

angering insight into problems that will make your blood boil. New laws have hopefully, but this type of behavior behind us.

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