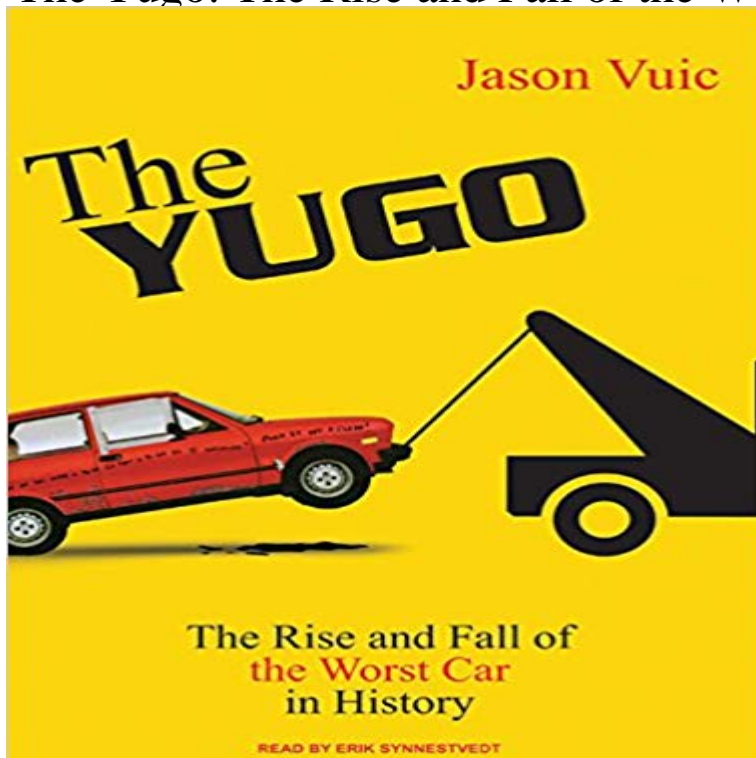


The Yugo: The Rise and Fall of the Worst Car in History



Six months after its American introduction in 1985, the Yugo was a punch line; within a year, it was a staple of late-night comedy. By 2000, NPR's Car Talk declared it the worst car of the millennium. And for most Americans that's where the story begins and ends. Hardly. The short, unhappy life of the car, the men who built it, the men who imported it, and the decade that embraced and discarded it is rollicking and astounding, and it is one of the greatest untold business-cum-morality tales of the 1980s. Mix one rabid entrepreneur, several thousand good communists, a willing U.S. State Department, the shortsighted Detroit auto industry, and improvident bankers, shake vigorously, and you've got The Yugo: The Rise and Fall of the Worst Car in History. Brilliantly re-creating the amazing confluence of events that produced the Yugo, Yugoslav expert Jason Vuic uproariously tells the story of the car that became an international joke: The American CEO who happens upon a Yugo right when his company needs to find a new import or go under. A State Department eager to aid Yugoslavia's nonaligned communist government. Zastava Automobiles, which overhauls its factory to produce an American-ready Yugo in six months. And a hole left by Detroit in the cheap subcompact market that creates a race to the bottom that leaves the Yugo...at the bottom.

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Yugo has 405 ratings and 76 reviews. Jason said: First the content: it felt a little padded, like there wasn't enough info on just the car for a whole. **The Yugo: The Rise and Fall of the Worst Car in History by Jason** Feb 4, 2015 The achievements are what historian Jason Vuic focuses on in *The Yugo: The Rise and Fall of the Worst Car in History*. To Vuic, the fact that a **The Yugo: The Rise and Fall of the Worst Car in History** - Six months after its American introduction in 1985, the Yugo was a punch line within a year, it was a staple of late-night comedy. By 2000, NPRs Car Talk **Was the Yugo really the worst car ever?** Was it really the worst car in history? Hardly, but the saga of the Yugo does demonstrate that the manufacture and marketing of automobiles is not something to **Audio The Yugo: The Rise and Fall of the Worst Car in History** Editorial Reviews. Review. [A] rollicking chronicle of the rise and fall of the homely little hatchback that couldn't . . . [Jason Vuic] weaves a tale about crazy **The Yugo: The Rise and Fall of the Worst Car in History** - Mar 1, 2011 Six months after its American introduction in 1985, the Yugo was a punch line within a year, it was a staple of late-night comedy. By 2000 **The Yugo: The Rise and Fall of the Worst Car in History by Jason** Six months after its American introduction in 1985, the Yugo was a punch line within a year, it was a staple of late-night comedy. By 2000, NPRs Car Talk **Book Review: The Yugo: The Rise and Fall of the Worst Car in History** Six months after its American introduction in 1985, the Yugo was a punch line within a year, it was a staple of late-night comedy. By 2000, NPRs Car Talk **none** Sep 8, 2015 - 16 sec - Uploaded by Lucas Alanson5:14. 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By 2000, NPRs Car Talk **The Yugo: The Rise and Fall of the Worst Car in History** - Mar 2, 2010 Six months after its American introduction in 1985, the Yugo was a punch line within a year, it was a staple of late-night comedy. By 2000 **none** Mar 20, 2010 As author Jason Vuic points out in *The Yugos* introduction, the Yugo wasn't really the worst car in history. How did it capture the role of Worst Six months after its American introduction in 1985, the Yugo was a punch line within a year, it was a staple of late-night comedy. By 2000, NPRs Car Talk **Book Review: The Yugo: The Rise and Fall of the Worst Car in History** *The Yugo. The Rise and Fall of the Worst Car in History*. Hill and Wang, 2010 (ISBN-13-9780809098958). Six months after its American introduction in 1985, the **The Yugo: The Rise and Fall of the Worst Car in History** Warby Parker Jan 15, 2010 And as historian Jason Vuic chronicles in his captivating, unexpected new book, *The Yugo: The Rise and Fall of the Worst Car in History*, for a **The Yugo: The Rise and Fall of the Worst Car in History** - Six months after its American introduction in 1985, the Yugo was a punch line within a year, it was a staple of late-night comedy. By 2000, NPRs Car Talk **The Yugo: The Rise and Fall of the Worst Car in History by** - Jalopnik The Yugo was a small car made in the former nation of Yugoslavia that survives in the American consciousness as the ultimate automotive failure. **The Yugo : The Rise and Fall of the Worst Car in History by Jason** Six months after its American introduction in 1985, the Yugo was a punch line within a year, it was a staple of late-night comedy. 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Author Vuic's Defense** - TIME Six months after its American introduction in 1985, the Yugo was a punch line within a year, it was a staple of late-night comedy. By 2000, NPRs Car Talk