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**JOIN BILL VLASIC FOR A DISCUSSION OF HIS BOOK “ONCE UPON A CAR”  
WEDNESDAY, MAY 15 AT THE DETROIT HISTORICAL MUSEUM**

**DETROIT** – The **Detroit Historical Society** continues its **Scholar Series** with award-winning business reporter **Bill Vlasic**, who will discuss his book *Once Upon a Car* on **Wednesday, May 15 at 6 p.m.** at the **Detroit Historical Museum**.

*Once Upon a Car* is the brilliantly reported, inside-the-boardrooms-and-factories story of Detroit’s fight for survival, going beyond the headlines to chronicle how the country’s Big Three auto companies teetered on the brink of collapse and pulled themselves together under new leadership at Ford and government assistance to General Motors and Chrysler. In this riveting true account of an iconic industry in crisis, Bill Vlasic takes readers from the gleaming corporate skyscrapers, massive auto plants, and union halls to the U.S. Congress and into the Oval Office, introducing a cast of memorable characters, many of whom are speaking out for the first time. *Once Upon a Car* is a uniquely American tale of success, failure, and redemption, chronicling a vitally important chapter in an astonishing story that is still unfolding — a story no one is more qualified to tell than Vlasic.

An award-winning business reporter with more than 15 years of experience, specializing in the automotive industry, Bill Vlasic is currently the Detroit bureau chief for *The New York Times*. The co-author of *Taken for a Ride*, Vlasic is a winner of the Gerald Loeb Award for excellence in financial journalism and has been recognized for his reporting and investigative journalism by the Associated Press and the Society of American Business Editors and Writers.

The Scholar Series is free for Detroit Historical Society members and \$10 for guests.

The Scholar Series is supported by **the Michigan Council for the Arts and Cultural Affairs** and the **National Endowment for the Arts**.

The Detroit Historical Museum, located at 5401 Woodward Ave. (NW corner of Kirby) in Midtown Detroit, is open to the public Tuesday through Friday from 9:30 a.m. to 4 p.m. and Saturday and Sunday from 10 a.m. to 5 p.m. Admission is free for all, all the time. Parking in the Museum’s lot is \$5 at all times. Group tour pricing and information is available by calling (313) 833-1733. Permanent exhibits include the famous *Streets of Old Detroit*, the *Allesee Gallery of Culture*, *Kid Rock Music Lab*, *Doorway to Freedom: Detroit and the Underground Railroad*, *Detroit: The “Arsenal of Democracy,”* *Frontiers to Factories*, *America’s Motor City*, and *The*

*Glancy Trains*. For more information, call the Museum at **(313) 833-1805** or check out our website at [www.detroithistorical.org](http://www.detroithistorical.org).

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