

# Bob Lutz

## Quotes

*Thinking, Automobile, Vehicle, Reality, Excellence, People, Party, Inevitable,  
Phones, Political, Science, Excellent, Shoes, Cash, Past, Marine, Passion,  
Female, Religious, Running*

Being able to 'think out of the box' presupposes you were able to think in it.

~Bob Lutz

Forcing automakers to sell smaller cars to improve fuel economy [is like]... fighting the nation's obesity problem by forcing clothing manufacturers to sell garments in only small sizes.

~Bob Lutz

The electrification of the automobile is inevitable.

~Bob Lutz

In the past, (GM) produced a lot of very excellent vehicles but somehow they didn't excite anybody.

~Bob Lutz

Design can be both a manifestation of a company's design ethic and an outward communication of a company's design ethic and drive for excellence.

~Bob Lutz

Public Schools too often fail because they are shielded from the very force that improves performance and sparks innovation in nearly every other human enterprise - competition.

~Bob Lutz

Tesla burns cash. It's not a car company, it's a cult of fanatics who think Elon Musk can do no wrong. But financially, it doesn't work.

~Bob Lutz

You cannot buy a bad automobile any more from any producer. We have to do more products not because we're looking at a particular segment, but because it's a great vehicle.

~Bob Lutz

CAFE is like trying to cure obesity by requiring clothing manufacturers to make smaller sizes.

~Bob Lutz

The Marine Corps taught me commitment, courage, focus, and a value system that can easily suffice for people like me who aren't religious.

~Bob Lutz

One colossal advantage of being in extra innings is that you can tell it like it is, say what you think, and largely eschew political caution.

~Bob Lutz

There's a powerful sense of reality to our concepts, ... These are vehicles we think people would purchase and drive today.

~Bob Lutz

People under 75 need more seasoning

~Bob Lutz

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