

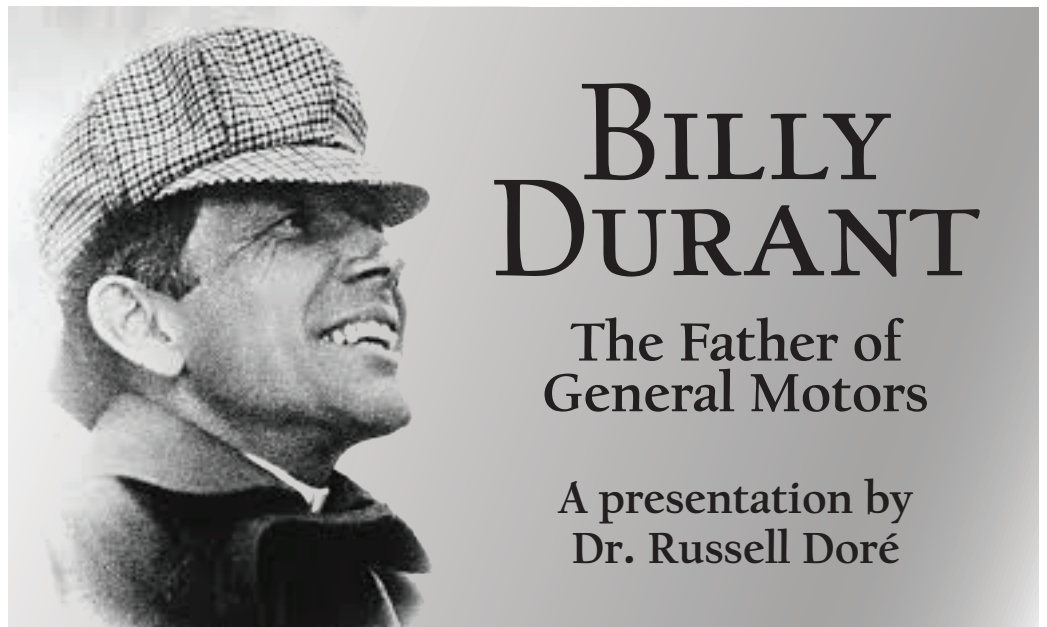
**REOLDS**  
TRANSPORTATION  
MUSEUM

LECTURE  
SERIES



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Transportation Museum  
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# BILLY DURANT

The Father of  
General Motors

A presentation by  
Dr. Russell Doré

Monday, March 11 at 7 pm  
R.E. Olds Transportation Museum  
240 Museum Drive  
Lansing, Michigan

Like R. E. Olds, Billy Durant put his own special mark on the auto industry in Lansing, Michigan, the nation, and ultimately the world. Durant's creation of General Motors in 1908 in the tumultuous early days of the auto industry was driven by a vision which differed strongly from the individual entrepreneurs, like Henry Ford, who founded early car companies.

In his talk, Russell Doré will explore the life of Billy Durant, a somewhat unknown icon in the early development of the auto industry. He will explore Durant's life to see how this high school dropout became a millionaire, but died penniless. Doré will discuss the role that all the early pioneers - David Buick, Ransom Olds, Walter Chrysler, Charles Nash, and Louis Chevrolet - played with Durant in the creation and rise of General Motors.

Dr. Russell Doré is a Board member of Motorcities - The Automobile National Heritage Area.

*Co-sponsored by the Lansing Stewardship Community/Motorcities - The Automobile National Heritage Area  
(a division of the National Parks Service) and Our Daily Work/Our Daily Lives*