

Jason H. Vines Bio

Vines was head of communications for Chrysler Group from December, 2003 until December, 2007. Prior to rejoining Chrysler, where he began his career in 1983 in labor relations, he was head of communications for Ford Motor Company and, earlier, Nissan North America.

Vines formed his own communications consulting firm in 2013 and began a new career as an author. His first book, *What Did Jesus Drive: Crisis PR in Cars, Communications and Christianity*, chronicled his time in the trenches during some of the biggest PR crises in corporate history, including the Ford/Firestone tire crisis, Jeep Grand Cherokee alleged “sudden acceleration,” the Chrysler A-604 debacle and the scandal of Detroit Mayor Kwame Kilpatrick as his boss at the time, Compuware’s Peter Karmanos was the last man standing defending the criminal mayor, despite Vines’ objection. The book received ginormous accolades...from Vines himself, and, actually, is his publisher’s best-selling book to-date.

Thankfully, it wasn’t always a crisis Vines had to wade through. He led the PR launch of the Eagle Talon, Dodge Viper, Jeep Grand Cherokee and the LH cars from Chrysler. At Nissan, it was his idea and his passion to resurrect the discontinued Z sports car in the midst of a massive restructuring of an all-but bankrupt Nissan. At Nissan in 1999, and twice at Chrysler in 2005 and 2006, Vines was named the automotive industry “All-Star” by *Automotive News*.

Vines’ second book, *Jimmy Hoffa Called My Mom a Bitch: Profiles in Stupidity*, is a compilation of his *Detroit News*’ political columns from 2010 to 2014. His third book, *The Last American CEO*, was a writing partnership with Joe Cappy, the last CEO of American Motors, and tells the story of Cappy’s career and the thrilling and even deadly wedding dance between Chrysler and Renault back in 1986 and 1987.

His new book, tentatively titled *Bitten*, is the true story, warts and all, about the creation and launch of the Dodge Viper. It is the tale of a passionate group of Chrysler engineers that, despite producing a product that never actually made a dime, helped, in large part, to save the company from the trash heap.

Vines is 59 years old and lives in Wilmington, NC, with his wife of 32 years, Betsy, that he stalked while they both worked at Chrysler in Highland Park, MI. He was never arrested. The couple have three grown children and a rescue dog named Sammy.