

Publications

NOVEMBER 2010 (REVISED AUGUST 2013) CASE HBS CASE COLLECTION

Chrysler Fiat 2009

By: J. Bruce Harreld, [Paul W. Marshall](#) and David Lane

Format: Print | **Language:** English | **Pages:** 25

Email Print Share Recommend 0 Share

ABSTRACT

In spring 2009, Chrysler entered a prepackaged bankruptcy and exited 40 days later in a deal with Fiat, the U.S. Treasury, and the UAW that kept the automaker alive. Looking forward, what was necessary for Chrysler to move beyond the life support it had received? What was possible? Looking back, how should the company's restructuring be assessed?

KEYWORDS

[Restructuring](#); [Leadership Development](#); [Alliances](#); [Business Strategy](#); [Growth and Development Strategy](#); [Business Growth and Maturation](#); [Financial Condition](#); [Auto Industry](#)

CITATION

Harreld, J. Bruce, Paul W. Marshall, and David Lane. "[Chrysler Fiat 2009](#)." Harvard Business School Case 811-030, November 2010. (Revised August 2013.)

EDUCATORS

PURCHASE

ABOUT THE AUTHOR



Paul W. Marshall

→ [More Publications](#)

RELATED WORK

NOVEMBER 2010 (REVISED AUGUST 2013) FACULTY RESEARCH

CHRYSLER FIAT 2009

By: J. Bruce Harreld, [Paul W. Marshall](#) and David Lane