

Freddie: The Second Coming of Sir Freddie Laker



Freddie: The Second Coming of Sir Freddie Laker

by Doug West

★★★★☆ 4.6 out of 5

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Freddie Laker was a British entrepreneur who founded the low-cost airline Skytrain in 1977. Skytrain was the first airline to offer no-frills air travel, and it quickly became one of the most popular airlines in the world. Laker was a charismatic and controversial figure, and he was often in the headlines for his outspoken views on the aviation industry.

Laker was born in Canterbury, Kent, England, in 1922. He left school at the age of 14 and began working as a messenger boy. He later joined the Royal Air Force, where he served as a pilot during World War II. After the war, Laker worked for a number of airlines, including British European Airways and Pan American World Airways.

In 1977, Laker founded Skytrain. Skytrain was based on the no-frills model, which meant that it offered low fares but did not provide any of the amenities that were common on other airlines, such as free meals or in-flight entertainment. Skytrain was an instant success, and it quickly became one of the most popular airlines in the world.

Laker was a vocal critic of the aviation industry, and he often accused other airlines of being greedy and inefficient. He also campaigned for the deregulation of the airline industry. In 1982, Laker's Skytrain was grounded by the British government. The government claimed that Skytrain was operating illegally, but many people believe that the government was simply protecting the interests of the established airlines.

Laker never gave up on his dream of a low-cost airline. In 1992, he founded Laker Airways, which operated for a number of years before going

bankrupt in 2002. Laker died in 2006 at the age of 83.

Freddie Laker was a pioneer in the field of low-cost air travel. He was a charismatic and controversial figure, and he was often in the headlines for his outspoken views on the aviation industry. Laker's legacy is a mixed one. He was a brilliant entrepreneur who revolutionized the way people traveled, but he was also a ruthless businessman who was often willing to bend the rules.

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Freddie: The Second Coming of Sir Freddie Laker is a fascinating account of the life and career of one of the most successful and controversial figures in the history of aviation. Laker was a pioneer in the field of low-cost air travel, and his no-frills airline, Skytrain, revolutionized the way people traveled.

The book is written by John King, a former Skytrain employee who knew Laker well. King provides a warts-and-all account of Laker's life and career, and he does not shy away from the controversies that surrounded him.

Freddie: The Second Coming of Sir Freddie Laker is a must-read for anyone interested in the history of aviation or in the life of one of the most colorful characters in the industry.

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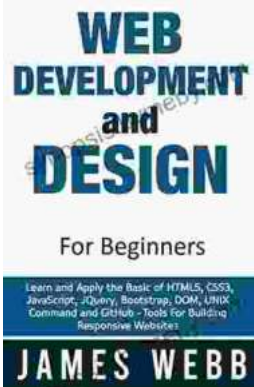


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