

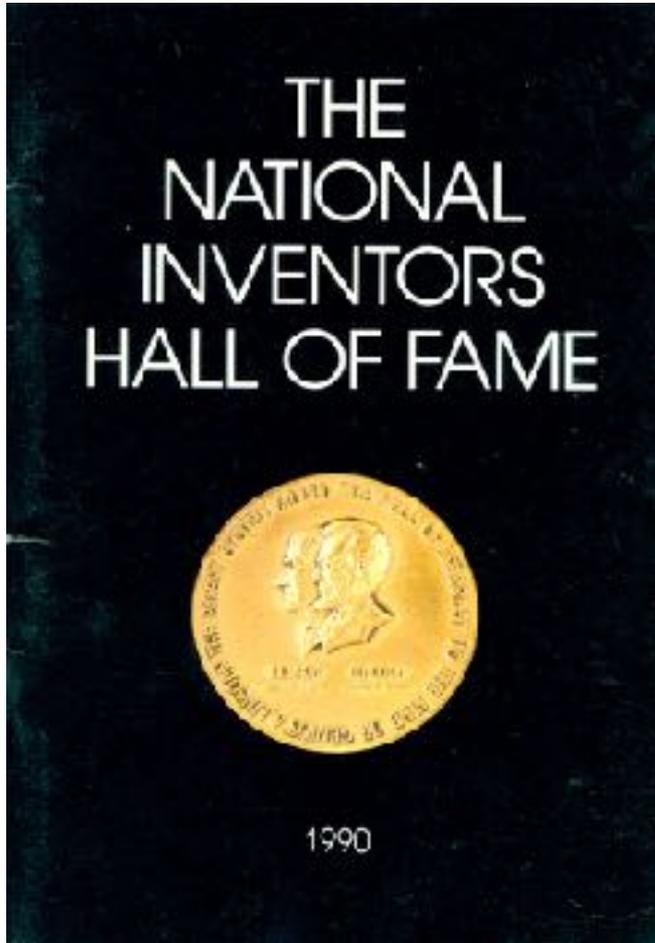


Ford Motor Company

- Founded June 17, 1903
- Founded in Dearborn, Michigan
- Was Henry Ford's third company
- Current President/CEO is James Hackett
- Current Chairman is William Clay Ford, Jr., Henry Ford's great-grandson
- 1916 - sold 585,000
- 2006 - sold 2.4 million
- 2016 - sold 17.55 million
- First moving assembly line was at Highland Park Assembly Plant (1913)



Henry Ford was an inventor . . .



- Was inducted into the National Inventors Hall of Fame in 1982 for his invention of the “transmission mechanism”

Why Henry Ford Is Important

- He created the moving assembly line, making things FAST
- In doing so he made a car that everyone can afford to drive: The Model T



“I will build a motor car for the great multitude. It will be so low in price that no man making a good salary will be unable to own one – and enjoy with his family the blessings of hours of pleasure in God’s greatest open spaces.”

--Henry Ford upon founding Ford Motor Company c. 1903



Childhood



- Born July 30, 1863
- He was passion about mechanics from the moment he born.
- At fifteen, Ford dismantled and reassembled the timepieces of friends and neighbors dozens of times, gaining the reputation of a watch repairman.
- As young boy he work on a farm with his family and tried to learn about mechanics as much as he can.
- Idol was Thomas Edison

Quadricycle (1896)



- He named it as “Ford Quadricycle” as it ran on four wheels.
- It was also called as Horseless Carriage.
- The Success of the little vehicle fueled Ford’s automobile ambitions, leading ultimately to the founding of Ford Motor Company.

Model T. (1908)



- The Model T was introduced on October 1, 1908.
- Cost \$850 new
- Nicknamed the “Tin Lizzie”
- It had the steering wheel on the left, which every other company soon copied.
- Engine and transmission were enclosed.
- Four cylinders were cast in a solid block.
- The suspension used two semi-elliptic springs.
- Car was simple to drive and repair.
- Came in any color people wanted, as long as that color was black.
- Was the bestselling car for 20 years
- Was produced until 1927

The Ten-Millionth Ford

The 10,000,000th Ford car left the Highland Park factories of the Ford Motor Company June 4. This is a production achievement unapproached in automotive history. Tremendous volume has been the outgrowth of dependable, convenient, economical service.

Ford Motor Company

REPRESENTATIVE SALES OFFICES: LONDON, PARIS, BRUSSELS, BOSTON, PHOENIX, SAN FRANCISCO, LOS ANGELES, CHICAGO, DETROIT, MILWAUKEE, CLEVELAND, PITTSBURGH, PHILADELPHIA, ST. LOUIS, KANSAS CITY, MEMPHIS, JACKSONVILLE, TAMPA, MIAMI, HONOLULU, SAN PEDRO, LOS ANGELES, SAN FRANCISCO, PHOENIX, SAN JOSE, CALIF.

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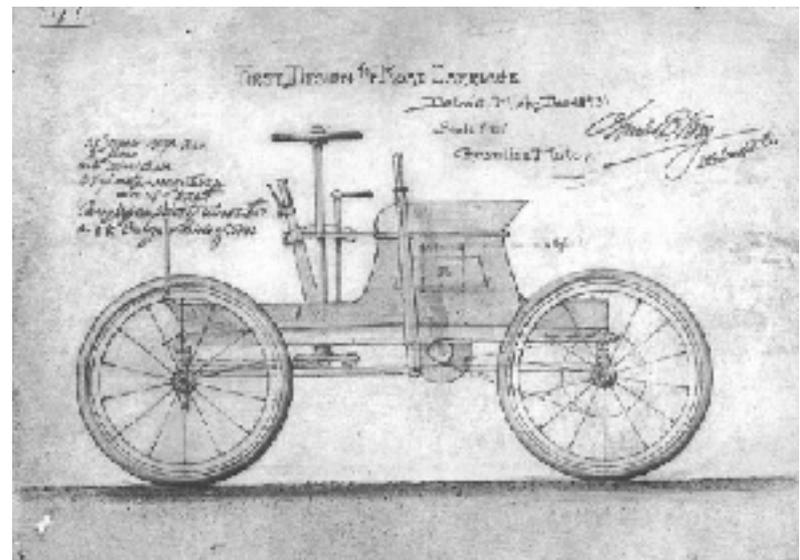
The Living Car
'295



- Ford set out to build a car which everyone could afford.
- Model T – Tin Lizzie – Flivver.
- The attraction of the Model T was that its price never increased.
- Costing \$1200 in 1909, the price in 1928 was only \$295.
- By 1928 Ford was producing more than one car per minute.

A Glimpse of Possibility

Shortly before midnight on a March evening in 1896, just a few months shy of his thirty-third birthday, Henry Ford witnessed another inventor driving a gas-powered vehicle in Detroit. Charles Brady King—a Cornell-trained engineer—was named the next day in the local newspapers for being the first in Detroit to design, build, and drive a self-propelled automobile. Ford didn't have to read the articles for a detailed account of the event—he saw the test run in person, pedaling on his bicycle behind King's vehicle as it motored down Detroit's cobblestone streets.



FAILURE motivated SUCCESS

- ◉ When Ford took his “Quadricycle” out for a test drive in early June, there were no crowds on the streets waiting to see it, no journalists assembled to write about his invention. In retrospect, this was fortunate because his test run wasn’t nearly as successful as King’s.
- ◉ The first problem he encountered was it was too large to fit through the doors. “He grabbed an axe and doubled the opening by knocking out some bricks.”
- ◉ Once the car was out on the streets, the engine broke down in front of the Cadillac hotel. An inspection revealed only a minor problem—a spring supporting one of the electrical ‘ignitors’ had failed, and a quick repair got the vehicle up and running once again.

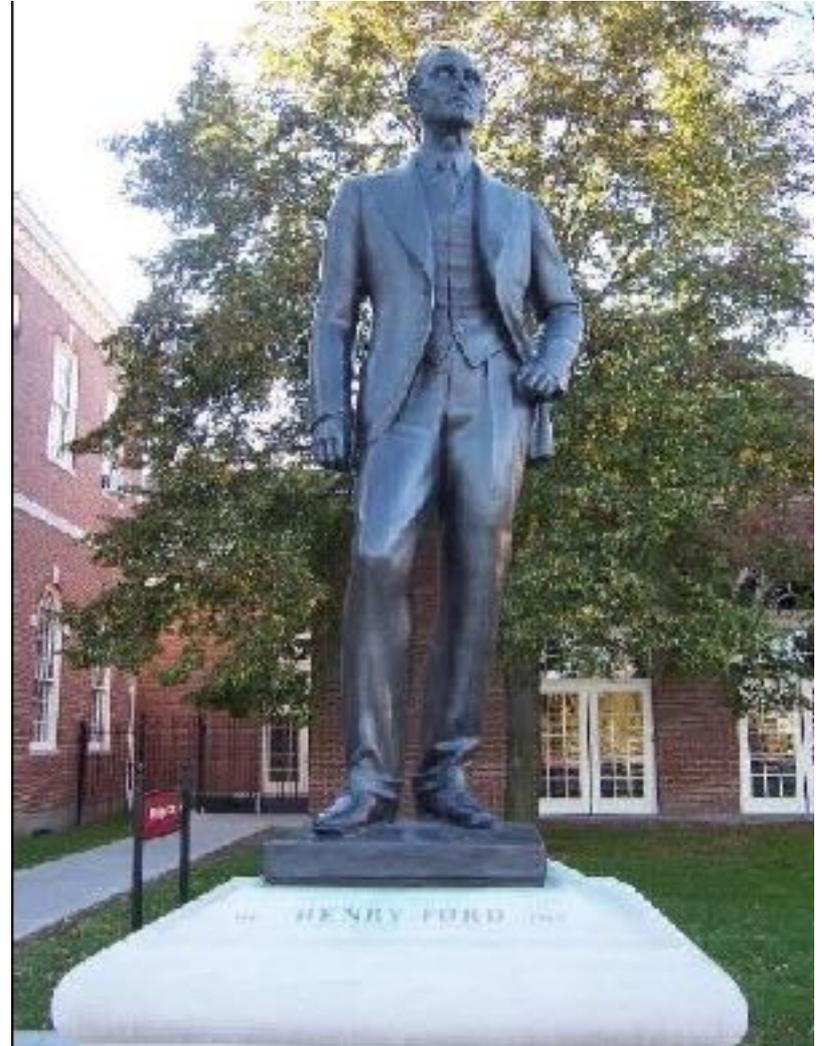
Ford Airplane



- Ford, like other automobile companies, entered the aviation business during World War I, building Liberty engines.
- After the war, it returned to auto manufacturing until 1925, when Henry Ford acquired the Stout Metal Airplane Company.
- Ford's most successful aircraft was the Ford 4AT Trimotor .

Death

- Died on April 7, 1947 at age of 83 in Fair Lane, Dearborn, Michigan, USA.
- Net Worth is \$188.1 billion
- Today he is known all over the world for his cars.
- There are Museums, Hospitals and other charities named after him by Ford company.



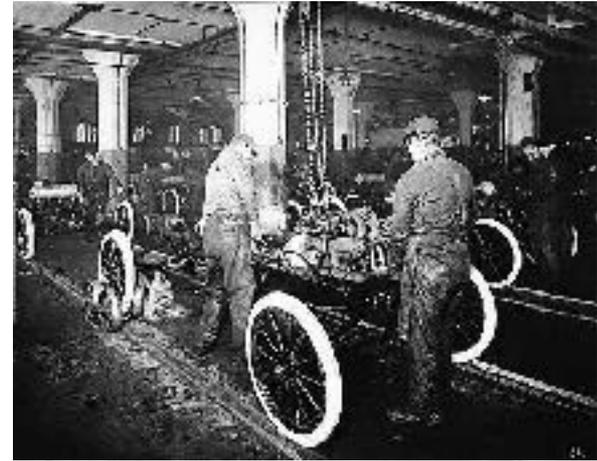
Assembly Line Basics

- Basic principle: the work moves and the workers stay put
- Many people work on a product and each person does a small task at a station
- Parts must be standardized (interchangeable)
- When a product reaches the end of the line it has gone through every station and is now a finished product



Assembly Line Efficiency

- One man hour with moving assembly line equaled four man hours without moving assembly line
- Though it had 1,500 parts, one Model T could be assembled every three minutes
- Made it possible for Ford to make lots of cars much more cheaply



Significance of the Automobile

- 80% of all U.S. households own at least one car and 30% own at least 2
- 80% of all U.S. vacations are by car
- Americans drive 2.66 trillion miles per year
- Represents freedom

