

Chapter 1 : Henry Ford - Wikipedia

Henry Ford is credited with the creation of assembly line-a concept that yields the world's most affordable car.

This section contains content that is written like an advertisement. Please help improve it by removing promotional content and inappropriate external links , and by adding encyclopedic content written from a neutral point of view. As a result, only one German out of 50 owned a car. Josef Ganz developed the Standard Superior going as far as advertising it as the "German Volkswagen". Ferdinand Porsche , a well-known designer for high-end vehicles and race cars, had been trying for years to get a manufacturer interested in a small car suitable for a family. He felt the small cars at the time were just stripped down big cars. Instead he built a car he called the "Volksauto" from the ground up in , using many of the ideas floating around at the time and several of his own, putting together a car with an air-cooled rear engine, torsion bar suspension, and a "beetle" shape, the front hood rounded for better aerodynamics necessary as it had a small engine. He wanted all German citizens to have access to cars. The car already had its distinctive round shape and air-cooled , flat-four , rear-mounted engine. The VW car was just one of many KdF programs, which included things such as tours and outings. More than a year later, on 16 September , it was renamed to Volkswagenwerk GmbH. It was one of the first cars designed with the aid of a wind tunnel â€”a method used for German aircraft design since the early s. The car designs were put through rigorous tests, and achieved a record-breaking million miles of testing before being deemed finished. The construction of the new factory started in May in the new town of "Stadt des KdF-Wagens" modern-day Wolfsburg , which had been purpose-built for the factory workers. None were actually delivered to any holder of the completed saving stamp books, though one Type 1 Cabriolet was presented to Hitler on 20 April his 55th birthday. As was common with much of the production in Nazi Germany during the war, slave labor was utilized in the Volkswagen plant, e. The company would admit in that it used 15, slaves during the war effort. A lawsuit was filed in by survivors for restitution for the forced labor. In April , KdF-Stadt and its heavily bombed factory were captured by the Americans, and subsequently handed over to the British, within whose occupation zone the town and factory fell. The factories were placed under the control of Saddleworth -born Hirst, by then a civilian Military Governor with the occupying forces. At first, one plan was to use it for military vehicle maintenance, and possibly dismantle and ship it to Britain. Hirst had it repainted green and demonstrated it to British Army headquarters. Short of light transport, in September the British Army was persuaded to place a vital order for 20, cars. However, production facilities had been massively disrupted, there was a refugee crisis at and around the factory and some parts such as carburetors were unavailable. With striking humanity and great engineering and management ingenuity, Hirst and his German assistant Heinrich Nordhoff who went on to run the Wolfsburg facility after military government ended in helped to stabilize the acute social situation while simultaneously re-establishing production. Some British Service personnel were allowed to take their Beetles back to the United Kingdom when they were demobilised. The defeated German staff, he said, were initially sullen and unresponsive, having been conditioned by many years of Nazism and they were sometimes unresponsive to orders. Hirst can be seen photographed at Wolfsburg in his uniform, although he was not actually a soldier at the time but a civilian member of the military government. Owing to roof and window damage, production had to stop when it rained, and the company had to barter new vehicles for steel for production. It was still unclear what was to become of the factory. It was offered to representatives from the American, Australian, British, and French motor industries. Famously, all rejected it. After an inspection of the plant, Sir William Rootes , head of the British Rootes Group , told Hirst the project would fail within two years, and that the car " Ford representatives were equally critical. In March , the British offered the Volkswagen company to Ford, free of charge. In the later s, as worldwide appetite for the Beetle finally began to diminish, a variety of successor designs were proposed and, in most cases, rejected by management. From , Volkswagen became an important element, symbolically and economically, of West German regeneration. In , Major Hirst left the companyâ€”now re-formed as a trust controlled by the West German government and government of the State of Lower Saxony. Apart from the introduction of the Volkswagen Type 2 commercial vehicle van, pick-up

and camper , and the VW Karmann Ghia sports car, Nordhoff pursued the one-model policy until shortly before his death in Volkswagens were first exhibited and sold in the United States in , but sold only two units in America that first year. On entry to the U. Volkswagen of America was formed in April to standardise sales and service in the United States. Production of the Type 1 Volkswagen Beetle increased dramatically over the years, the total reaching one million in The order consisted of 12 vehicles, 3 model 11C, a black, green, and sandcolor 3 11GS, a chestnut brown and two azure blue, 2 24A-M51 in red, 1 21A in blue, 1 23A in blue, 1 22A beige color, and one ambulance[citation needed]. Volkswagens were seen in Canada for the first time at the Canadian National Exhibition in August and were accepted enthusiastically. At least one Type 2 bus from this order still exists, and is currently in France undergoing restoration [citation needed]. The first shipment for Volkswagen Canada reached Toronto in early December In , mass arrests occurred and some VW employees were tortured. In fall , VW commissioned an expert review of the situation due end of Sales soared, throughout the s, peaking at the end of the decade, thanks in part to the famous advertising campaigns by New York advertising agency Doyle, Dane Bernbach. On 17 February the 15.,th Beetle was sold. Volkswagen could now claim the world production record for the most-produced, single make of car in history. By , total production was over 16 million. Dealer-installed options for this limited-edition Superbeetle included the following: By , the Type 1 came with a engine. By the Type 1 had a engine, and in The air-cooled engine lost favor in the United States market with the advent of non-leaded gasoline and smog controls. These air-cooled engines were commonly tuned to be fuel rich in order to control engine over-heating, and this led to excessive carbon monoxide emissions. VW Production equipment was eventually moved to Mexico where vehicle emissions were not regulated. Beetles were popular on the USA West Coast where the limited-capacity cabin heating was less inconvenient. VW expanded its product line in with the introduction of four Type 3 models Karmann Ghia, Notchback, Fastback, and Variant based on the new Type 3 mechanical underpinnings. In the larger Type 4 and models were introduced. Volkswagen added a "Super Beetle" [24] the Type to its lineup in The Type differed from the standard Beetle in its use of a MacPherson strut front suspension instead of the usual torsion bars. The Super Beetle featured a new hooded, padded dash and curved windshield from model year on up. Rack and pinion steering replaced recirculating ball steering gears in model year and up. In , Volkswagen introduced the military-themed Type , or "Trekker" in Europe, "Thing" in America, recalling the wartime Type Thing version only sold for two years, and The former company owned the historic Audi brand, which had disappeared after the Second World War. By late , Volkswagen had decided to cancel the nearly finished typ , a project for a mid-engined car to replace the Beetle, and to focus on front-wheel-drive, water-cooled cars. Rudolf Leiding , recently made head of Volkswagen, cited noise, heat, and servicing problems with the mid-engine layout, as well as the difficulty of making it a station wagon. Beetle sales had started to decline rapidly in European and North American markets. The company knew that Beetle production had to end, but faced a conundrum of how to replace it. Its expertise in front-wheel drive , and water-cooled engines would help Volkswagen produce a credible Beetle successor. Audi influences paved the way for this new generation of Volkswagens: First in the series was the Volkswagen Passat Dasher in the US , introduced in , a fastback version of the Audi 80 , using many identical body and mechanical parts. In spring , the Scirocco followed. The coupe was designed by Giorgetto Giugiaro. Based on the platform of the not yet released Golf , it was built at Karmann due to capacity constraints at Volkswagen. The pivotal model emerged as the Volkswagen Golf in , marketed in the United States and Canada as the Rabbit for the 1st generation " and 5th generation " Its angular styling was designed by the Italian Giorgetto Giugiaro. It continued in smaller numbers at other German factories Hanover and Emden until , but mainstream production shifted to Brazil and Mexico. In , the Volkswagen Polo followed. It was a re-badged Audi 50 , which was soon discontinued in The Polo became the base of the Volkswagen Derby , which was introduced The Derby was for all intents and purposes a three-box design of the Polo. Passat, Scirocco, Golf, and Polo shared many character defining features, as well as parts and engines. There have been seven generations of the Volkswagen Golf , the first of which was produced from the summer of until the autumn of sold as the Rabbit in the United States and Canada and as the Caribe in Latin America. It would be produced in the United States as the Rabbit until the spring of The production numbers of the first-generation

Golf has continued to grow annually in South Africa as the Citi Golf , with only minor modifications to the interior, engine and chassis, using tooling relocated from the New Stanton, Pennsylvania plant when that site began to build the Second Generation car. The Japanese and the Americans were able to compete with similar products at lower prices. Sales in the United States were , in , but by they were down to , Power buyer satisfaction ratings to eighth place in , up from 22nd a year earlier. Chairman Carl Hahn decided to expand the company elsewhere mostly in developing countries , and the New Stanton, Pennsylvania factory closed on 14 July Volkswagen entered the supermini market in with the Volkswagen Polo , a stylish and spacious three-door hatchback designed by Bertone. It was a strong seller in West Germany and most of the rest of Western Europe, being one of the first foreign small cars to prove popular in Britain. It had started out in as the Audi 50 , which was only available in certain markets and was less popular. The Polo entered a market sector already being dominated by the Fiat and Renault 5 , and which before long would also include the Austin Metro and Ford Fiesta. The original Scirocco had been launched in to compete with affordable four-seater coupes like the Ford Capri.

Henry Ford: The People's Car-maker by Haydn Middleton, Anthony Morris starting at \$ Henry Ford: The People's Car-maker has 2 available editions to buy at Alibris 48 Hours Only | Save \$

Close Advertisement Ask anyone passionate about the benefits of hemp , and they will tell you about the hemp car produced by Henry Ford in According to the lore, it was made entirely out of hemp-based plastics and had an engine built to run on hemp fuel. Considering there are no such cars on the road today, does this legend have any truth to it? Was Henry Ford predicting the future when he dreamt up cars built entirely from environmentally friendly, all-natural, products? Many pro-hemp websites continue to share the legend of the hemp car, but most have little historical fact to base it off of. There are now some reputable publications on the subject, only now coming to light. The New York Post, from the Henry Ford Museum itself, and a youtube video are now easily accessible to those seeking more information. What was the Inspiration Behind the Hemp Car? The war effort led to a global shortage of steel, which was eventually rationed in America. Warships, tanks, and other machinery of war required all the available steel resources. During this time, steel was consistently diverted from the automobile industry to order to support the war. Henry Ford sought a way to circumvent this material problem by developing a car entirely out of agricultural products. Ford, an avid farmer himself, saw great potential in experimenting with different plants. He developed a few modern materials through this exploration. Ford also believe that a plastic car was much safer than a metal car, due to the substantially reduced weight. His thoughts on the safety of hemp products came years before we fully understood the dangers associated with the fossil fuel industry. Ford saw agricultural as far more than a food source. He believed that America could rely on products like soy, corn and hemp to fill a vast variety of needs. Ford foresaw the ethanol industry of today. He predicted the rise of plant-based fuels, more than half a century ago. One of the primary reasons why there is not more information about the hemp car today is because the original recipe no longer exists. Also, the first hemp car, driving around in the original video clip was also destroyed. One theory why the hemp car never took off, is due to the steel and oil lobby. Once the war ended, the steel shortage also ended. Because both the oil and steel industry were no longer required for the war, they fought to remain relevant. Through extensive lobbying, they pushed for the auto industry to keep using their products on the production line. Its also suspected they had a hand in limiting hemp production and the eventual prohibition. Besides a metal frame, the entire car was made using a variety of different agricultural products. The original recipe is long gone, there are a few speculations about what it might have contained. Most sources believe that hemp was a primary component of the exterior panels of the hemp car. Some authorities theorize that soybean resin was also used in the process. Perhaps because Henry Ford himself owned vast fields of soybeans, he may have pushed for their use. Some sources call it the soybean car. Other places, including in the original video, talk of using wheat, sisal, flax or ramie as the basis of the plastic. Whatever the case, the final panels proved to be ten times more resistant to dents than traditional steel. The materials also made it 25 percent lighter than other cars of the time. The final product was a 1, pounds lighter than a car made from steel. Finally, Ford built the vehicle to run on what was essentially bio-fuel. Instead of running on diesel or gas, Ford wanted his hemp car to run on hemp fuel. He wanted to grow a car entirely from seed. Through a little research and a lot of experimentation, he turned a standard Mazda sports car into the new age cannabis car. Instead, rely on hemp. Dietzen used three ply hemp fabric , coated in a resin, to create the plastic-like panels of his Mazda. Dietzen has recreated one of the earliest technological applications for hemp. Thanks to his Mazda hemp car, the lost recipe has been recreated. Despite the missing recipe, the hemp car lives on as a little red sports car driving around Florida. Just like the original prototype did in , the new convertible version serves as an excellent source of inspiration to the auto industry. Through the development of hemp-based plastics and fuels, there is potential to revolutionize modern day transportation. It goes without question, that the environmental impact of hemp is far gentler than fossil fuels.

Chapter 3 : Henry Ford Biography | Biography Online

Henry Ford. Jump to navigation Jump to search It has been suggested that Ford family tree be merged into this article. Proposed since October Henry.

Visit Website Did you know? In the first several years of their marriage, Ford supported himself and his new wife by running a sawmill. In , he returned with Clara to Detroit, where he was hired as an engineer for the Edison Illuminating Company. Rising quickly through the ranks, he was promoted to chief engineer two years later. On call 24 hours a day for his job at Edison, Ford spent his irregular hours on his efforts to build a gasoline-powered horseless carriage, or automobile. Birth of Ford Motor Company and the Model T Determined to improve upon his prototype, Ford sold the Quadricycle in order to continue building other vehicles. He received backing from various investors over the next seven years, some of whom formed the Detroit Automobile Company later the Henry Ford Company in After his departure, it was reorganized as the Cadillac Motor Car Company. The following year, Ford established the Ford Motor Company. At the time, only a few cars were assembled per day, and groups of two or three workers built them by hand from parts that were ordered from other companies. Ford was dedicated to the production of an efficient and reliable automobile that would be affordable for everyone; the result was the Model T , which made its debut in October As a result, he put into practice techniques of mass production that would revolutionize American industry, including the use of large production plants; standardized, interchangeable parts; and the moving assembly line. Mass production significantly cut down on the time required to produce an automobile, which allowed costs to stay low. Even as production went up, demand for the Tin Lizzie remained high, and by , half of all cars in America were Model Ts. After a court battle with his stockholders, led by brothers Horace and John Dodge, Henry Ford bought out all minority stockholders by In , Ford moved production to a massive industrial complex he had built along the banks of the River Rouge in Dearborn, Michigan. The plant included a glass factory, steel mill, assembly line and all other necessary components of automotive production. That same year, Ford ceased production of the Model T, and introduced the new Model A, which featured better horsepower and brakes, among other improvements. By that time, the company had produced some 15 million Model Ts, and Ford Motor Company was the largest automotive manufacturer in the world. Ford opened plants and operations throughout the world. In , Ford introduced the first V-8 engine, but by the company had dropped to number three in sales in the automotive industry. Despite his progressive policies regarding the minimum wage, Ford waged a long battle against unionization of labor, refusing to come to terms with the United Automobile Workers UAW even after his competitors did so. Ford Motor Company signed its first contract with UAW in , but not before Henry Ford considered shutting down the company to avoid it. He made a failed bid for a U. Senate seat in , narrowly losing in a campaign marked by personal attacks from his opponent. In the Dearborn Independent, a local newspaper he bought in , Ford published a number of anti-Semitic writings that were collected and published as a four volume set called The International Jew. He died two years later at his Dearborn home, at the age of

Chapter 4 : Henry Ford Invented a Hemp Car that ran on Hemp Fuel 76 Years Ago

*Henry Ford: The People's Carmaker (What's Their Story?) [Haydn Middleton, Tony Morris] on blog.quintoapp.com
FREE shipping on qualifying offers. Henry Ford changed the face of the modern world. The incredible success of his motor car for the multitudes transformed industry and society.*

They were not remarkable automobiles, but public response— Early life Henry Ford was one of eight children of William and Mary Ford. He was born on the family farm near Dearborn , Michigan, then a town eight miles west of Detroit. Abraham Lincoln was president of the 24 states of the Union, and Jefferson Davis was president of the 11 states of the Confederacy. Ford attended a one-room school for eight years when he was not helping his father with the harvest. At age 16 he walked to Detroit to find work in its machine shops. After three years, during which he came in contact with the internal-combustion engine for the first time, he returned to the farm, where he worked part-time for the Westinghouse Engine Company and in spare moments tinkered in a little machine shop he set up. Ford moved back to Detroit nine years later as a married man. They were married in , and on November 6, , she gave birth to their only child, Edsel Bryant. A month later Ford was made chief engineer at the main Detroit Edison Company plant with responsibility for maintaining electric service in the city 24 hours a day. He had determined several years before to build a gasoline-powered vehicle, and his first working gasoline engine was completed at the end of Unlike many other automotive inventors, including Charles Edgar and J. Frank Duryea, Elwood Haynes , Hiram Percy Maxim , and his Detroit acquaintance Charles Brady King, all of whom had built self-powered vehicles before Ford but who held onto their creations, Ford sold his to finance work on a second vehicle, and a third, and so on. During the next seven years he had various backers, some of whom, in , formed the Detroit Automobile Company later the Henry Ford Company , but all eventually abandoned him in exasperation because they wanted a passenger car to put on the market while Ford insisted always on improving whatever model he was working on, saying that it was not ready yet for customers. Finally, in , Ford was ready to market an automobile. The company was a success from the beginning, but just five weeks after its incorporation the Association of Licensed Automobile Manufacturers threatened to put it out of business because Ford was not a licensed manufacturer. He had been denied a license by this group, which aimed at reserving for its members the profits of what was fast becoming a major industry. The basis of their power was control of a patent granted in to George Baldwin Selden , a patent lawyer of Rochester, New York. The association claimed that the patent applied to all gasoline-powered automobiles. Along with many rural Midwesterners of his generation, Ford hated industrial combinations and Eastern financial power. Moreover, Ford thought the Selden patent preposterous. All invention was a matter of evolution, he said, yet Selden claimed genesis. He was glad to fight, even though the fight pitted the puny Ford Motor Company against an industry worth millions of dollars. The gathering of evidence and actual court hearings took six years. Ford lost the original case in ; he appealed and won in His victory had wide implications for the industry, and the fight made Ford a popular hero. Once only the rich had travelled freely around the country; now millions could go wherever they pleased. The Model T was the chief instrument of one of the greatest and most rapid changes in the lives of the common people in history, and it effected this change in less than two decades. Farmers were no longer isolated on remote farms. The horse disappeared so rapidly that the transfer of acreage from hay to other crops caused an agricultural revolution. The automobile became the main prop of the American economy and a stimulant to urbanization—“cities spread outward, creating suburbs and housing developments—”and to the building of the finest highway system in the world. The minute subdivision of labour and the coordination of a multitude of operations produced huge gains in productivity. Overnight Ford became a worldwide celebrity. People either praised him as a great humanitarian or excoriated him as a mad socialist. Ford said humanitarianism had nothing to do with it. Previously profit had been based on paying wages as low as workers would take and pricing cars as high as the traffic would bear. The development of mass-production techniques, which enabled the company eventually to turn out a Model T every 24 seconds; the frequent reductions in the price of the car made possible by economies of scale; and the payment of a living wage that raised workers above subsistence and made them potential

customers for, among other things, automobiles—these innovations changed the very structure of society. Control of the company During its first five years the Ford Motor Company produced eight different models, and by its output was cars a day. The stockholders were ecstatic; Ford was dissatisfied and looked toward turning out 1, a day. The stockholders seriously considered court action to stop him from using profits to expand. In Ford, who owned 58 percent of the stock, announced that he was only going to make one car in the future, the Model T. The only thing the minority stockholders could do to protect their dividends from his all-consuming imagination was to take him to court, which Horace and John Dodge did in The court hearings gave Ford a chance to expound his ideas about business. In December the court ruled in favour of the Dodges; Ford, as in the Selden case, appealed, but this time he lost. Ford, irate that a court and a few shareholders, whom he likened to parasites, could interfere with the management of his company, determined to buy out all the shareholders. He had resigned as president in December in favour of his son, Edsel, and in March he announced a plan to organize a new company to build cars cheaper than the Model T. Ford said that if he was not master of his own company, he would start another. The ruse worked; by July Ford had bought out all seven minority stockholders. The seven had little to complain about: Ford Motor Company was reorganized under a Delaware charter in with all shares held by Ford and other family members. Never had one man controlled so completely a business enterprise so gigantic. The planning of a huge new plant at River Rouge , Michigan, had been one of the specific causes of the Dodge suit. What Ford dreamed of was not merely increased capacity but complete self-sufficiency. World War I , with its shortages and price increases, demonstrated for him the need to control raw materials; slow-moving suppliers convinced him that he should make his own parts. Wheels, tires, upholstery, and various accessories were purchased from other companies around Detroit. As Ford production increased, these smaller operations had to speed their output; most of them had to install their own assembly lines. It became impossible to coordinate production and shipment so that each product would arrive at the right place and at the right time. At first he tried accumulating large inventories to prevent delays or stoppages of the assembly line, but he soon realized that stockpiling wasted capital. Instead he took up the idea of extending movement to inventories as well as to production. He perceived that his costs in manufacturing began the moment the raw material was separated from the earth and continued until the finished product was delivered to the consumer. The plant he built in River Rouge embodied his idea of an integrated operation encompassing production, assembly, and transportation. To complete the vertical integration of his empire, he purchased a railroad, acquired control of 16 coal mines and about , , hectares acres of timberland, built a sawmill, acquired a fleet of Great Lakes freighters to bring ore from his Lake Superior mines, and even bought a glassworks. The move from Highland Park to the completed River Rouge plant was accomplished in It would continue on through the foundry molds and stamping mills and exactly 28 hours after arrival as ore would emerge as a finished automobile. Similar systems handled lumber for floorboards, rubber for tires, and so on. Most remarkably, not one cent had been borrowed to pay for any of it. It was all built out of profits from the Model T. Trusting in what he believed was an unerring instinct for the market, Ford refused to follow other automobile manufacturers in offering such innovative features as conventional gearshifts he held out for his own planetary gear transmission , hydraulic brakes rather than mechanical ones , six- and eight-cylinder engines the Model T had a four , and choice of colour from every Model T was painted black. When he was finally convinced that the marketplace had changed and was demanding more than a purely utilitarian vehicle, he shut down his plants for five months to retool. In December he introduced the Model A. The new model enjoyed solid but not spectacular success. Despite the introduction of the Ford V-8 in , by Ford Motor Company was third in sales in the industry. Henry Ford meeting U. Franklin Roosevelt to discuss the New Deal and their differences, Ford freely employed company police, labour spies, and violence in a protracted effort to prevent unionization and continued to do so even after General Motors and Chrysler had come to terms with the United Automobile Workers. When the UAW finally succeeded in organizing Ford workers in , he considered shutting down before he was persuaded to sign a union contract. Henry Ford was a complex personality. Away from the shop floor he exhibited a variety of enthusiasms and prejudices and, from time to time, startling ignorance. In , with the support of Pres. Woodrow Wilson , Ford ran for a U. Senate seat from Michigan. He was narrowly defeated after a campaign

of personal attacks by his opponent. Great Museums Television Ford died at home in , exactly years after his father had left Ireland for Michigan. His holdings in Ford stock went to the Ford Foundation , which had been set up in as a means of retaining family control of the firm and which subsequently became the richest private foundation in the world.

Chapter 5 : Henry Ford - Visionaries on Innovation - The Henry Ford

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Henry Ford and the American Century is a comprehensive account of the life of a business legend. The book is painstakingly researched and masterfully written. However, his impact went far beyond the automobile itself—Henry Ford transformed the social, political, and economic fabric of America and the world. Henry Ford was an extraordinary man with ordinary taste. He was married for 59 years and often gave his wife Clara credit for his success. His private life was boring and simple. Henry Ford created a cultural revolution based on consumption and enjoyment. Through the Model T, Henry Ford created a consumer society. Millions of Americans found themselves released from the drudgery of work. The Model T was the spark that ushered in a new era of materialism, leisure, and consumerism in America. The economic impact of the Model T cannot be understated—the popularity of the car sparked the creation of countless other industries and businesses. For example, the flamboyant F in the Ford logo still in use today has its genesis in a set of old type-set tools that C. Wills innovated several breakthroughs including functional transmissions and the use of new materials like Vanadium steel. While there were many contributors and factors related to the success of Ford Motor Company, it appears that Wills played an instrumental role during the early years. By , one man could do what four did only a few years before. The assembly line was a culmination of a decade of evolution, but it was a difficult place to work. While it proved hard to remove the monotony of assembly line work, the upside was higher wages. Paradoxically, the assembly line gave Ford employees the ability to consume and gave them more leisure time. Mass production leads to mass consumption! Workers can then participate. Language barriers and workers with rural backgrounds proved very hard to manage. This revolutionary wage scheme had far-reaching implications. The decision was highly controversial, and other auto manufactures lashed out and revolted. Henry Ford had strong opinions on many subjects—many of them misguided and ignorant. He was obsessed with how his employees lived their private lives. At Ford Motor Company, he created a sociological department that conducted organized investigations on employees. People from this department would go to the homes of Ford employees and inspect living conditions. The values the Company encouraged were a mirror image of his own—thrift and clean living. Henry Ford espoused virtues such as no debt, no drinking, good health, cleanliness in the home, and no in-home borders. As their employer, Henry Ford was trying to shape the character of his workers. He was vehemently against cigarettes and publicly opposed tobacco. He would not allow salesman at dealerships to smoke—all dealers had a no smoking policy. Ultimately, attempts at controlling the private lives of employees faded as Ford Motor Company grew and high staff turnover became the norm. Henry Ford had a distinct talent for publicity and marketing. As a result, he got write-ins for president. He did not trust experts and instead preferred the opinions of less educated amateurs. In , the Model A was announced just as the 15 millionth Model T rolled off the assembly line. Henry Ford leaked info about the new car slowly and carefully. He learned that saying nothing gained more publicity and generated valuable intrigue. Henry Ford would deny the information, but stories persisted. The Model A became such a big deal that cartoons were made and published in newspapers across America. Henry Ford created a publicity bubble, and the result was a remarkable exhibition of salesmanship. He created drama and expectancy. While Henry Ford resisted the advent of the Model A, the public perception was otherwise. The response was overwhelming. The car lived up to the hype. It had a four-cylinder 40 hp motor that reached 65 mph, and it was available in several attractive color combinations. All this innovation cost no more than the outgoing Model T. Was he a farmer or industrialist? Ironically, he hated horses and left the farm to become the biggest industrialist in history—yet he remained in love with rural life. He promoted rural life and agriculture and a love of the land. He was both a country boy and an industrial magnate. He received early mentoring and advice from Thomas Edison and they became close friends. Edison, Firestone, and Burroughs. For reasons not fully understood, Henry Ford had a lifelong need to dominate his son. He felt Edsel was not bold and tough enough. The reality was that Edsel added unique value to Ford Motor Company and his ideas on innovation

and style were way ahead of their time. Unlike his father, Edsel was educated and valued culture and history. He was an avid collector of fine art and antiques and even commissioned the famed Mexican communist artist Diego Rivera to paint murals at the Detroit Institute of Arts they remain installed to this day. Unlike his father, Edsel was a patient and inclusive person. He listened to fellow executives. He was reserved and solemn and serious. He had an awkward professional situation with his father who overruled his every move. He was instrumental in the design of the groundbreaking Lincoln Zephyr. He wanted to create a range of automobiles at various prices to compete with GM. But ultimately his position of authority within the company was a sham—his father was the final arbiter and kept decision-making power firmly away from Edsel. Edsel was publicly humiliated by his father on many occasions, and the result was mutual frustration. Henry and Edsel were very different people. Edsel believed in organization and teamwork. Henry wanted to call the shots and not study facts—he made snap decisions based on intuition. Edsel was much more analytical. Henry hated complexity and would decide things on a hunch. Edsel was all about courtesy and inclusion. Henry wanted him to be more aggressive. They vehemently disagreed on the policies of President Roosevelt and union labor policy. His antisemitism was grounded in ignorance, and his unattractive views were broadcast via powerful and respected media channels. He regularly printed opinionated negative essays in the Dearborn Independent. From a public perspective, his reputation never really recovered from these ugly remarks. The stock market crash further compounded problems at Ford. Henry Ford held narrow opinions of what it meant to be a company that produced value. He had negative views of bankers, Wall Street, or any business that did not build something of tangible worth. For Henry, creating useful products for consumers was not only mandatory, but it was also the answer to all societal ills. He believed that production eradicated poverty. Ford was highly skeptical of banking and finance. To Henry, efficient mass manufacturing, low prices, and high wages is what real business was all about. Henry Ford opposed unions but finally caved under mounting pressure. During this period Ford Motor Company was losing market share and was under pressure to follow the lead of Chrysler and GM by adopting union labor. By , Ford ultimately agreed to all terms and settled on a favorable deal for workers. While Henry Ford was initially a pacifist and was against the War, he took pride in supporting the military. Henry Ford became an avid collector of antiques. True to form, he was not into collecting rare or expensive pieces. Henry preferred hoarding regular everyday items. He built an enormous museum focused on the development of America and its story of progress. Henry saw beauty in ordinary objects like fiddles. He ultimately amassed the biggest violin collection in the world. Some have suggested that Henry put more work and effort into the museum than he did into Ford Motor Company itself. Henry Ford was also a passionate dancer and spent countless hours practicing his dance steps with Clara. In old age, Henry and Clara enjoyed the good life. They took trips aboard their yachts on the Great Lakes.

Chapter 6 : 10 of the Most Badass and Bizarre Cars From the Henry Ford Museum

The staff at The Henry Ford For many people, concept cars are the highlight of any big auto show. These fantastic vehicles showcase futuristic technology or bold styling -- and sometimes both.

His father gave him a pocket watch in his early teens. At 15, Ford dismantled and reassembled the timepieces of friends and neighbors dozens of times, gaining the reputation of a watch repairman. His father expected him to eventually take over the family farm, but he despised farm work. He later wrote, "I never had any particular love for the farm—it was the mother on the farm I loved. In , he returned to Dearborn to work on the family farm, where he became adept at operating the Westinghouse portable steam engine. He was later hired by Westinghouse to service their steam engines. After his promotion to Chief Engineer in , he had enough time and money to devote attention to his personal experiments on gasoline engines. These experiments culminated in with the completion of a self-propelled vehicle which he named the Ford Quadricycle. He test-drove it on June 4. After various test drives, Ford brainstormed ways to improve the Quadricycle. Encouraged by Edison, Ford designed and built a second vehicle, completing it in . Ultimately, the company was not successful and was dissolved in January . Harold Wills , Ford designed, built, and successfully raced a horsepower automobile in October . Leland as a consultant; Ford, in response, left the company bearing his name. Ford received the backing of an old acquaintance, Alexander Y. Malcomson , a Detroit-area coal dealer. Ford went to work designing an inexpensive automobile, and the duo leased a factory and contracted with a machine shop owned by John and Horace E. Fort Myers, Florida , February 11, . In response, Malcomson brought in another group of investors and convinced the Dodge Brothers to accept a portion of the new company. Anderson and Horace Rackham. Ford then demonstrated a newly designed car on the ice of Lake St. Clair , driving 1 mile 1. Convinced by this success, the race driver Barney Oldfield , who named this new Ford model " " in honor of the fastest locomotive of the day, took the car around the country, making the Ford brand known throughout the United States. Ford also was one of the early backers of the Indianapolis . It had the steering wheel on the left, which every other company soon copied. The entire engine and transmission were enclosed; the four cylinders were cast in a solid block; the suspension used two semi-elliptic springs. The car was very simple to drive, and easy and cheap to repair. As independent dealers, the franchises grew rich and publicized not just the Ford but the concept of automobiling; local motor clubs sprang up to help new drivers and to encourage exploring the countryside. Ford was always eager to sell to farmers, who looked on the vehicle as a commercial device to help their business. Always on the hunt for more efficiency and lower costs, in Ford introduced the moving assembly belts into his plants, which enabled an enormous increase in production. Although Ford is often credited with the idea, contemporary sources indicate that the concept and its development came from employees Clarence Avery , Peter E. Martin , Charles E. Sorensen , and C. All new cars were black; as Ford wrote in his autobiography, "Any customer can have a car painted any color that he wants so long as it is black". The design was fervently promoted and defended by Ford, and production continued as late as ; the final total production was 15, . This record stood for the next 45 years. This record was achieved in 19 years from the introduction of the first Model T . Although the nation was at war, Ford ran as a peace candidate and a strong supporter of the proposed League of Nations. Henry retained final decision authority and sometimes reversed the decisions of his son. Ford started another company, Henry Ford and Son, and made a show of taking himself and his best employees to the new company; the goal was to scare the remaining holdout stockholders of the Ford Motor Company to sell their stakes to him before they lost most of their value. He was determined to have full control over strategic decisions. The ruse worked, and Ford and Edsel purchased all remaining stock from the other investors, thus giving the family sole ownership of the company. Other auto makers offered payment plans through which consumers could buy their cars, which usually included more modern mechanical features and styling not available with the Model T. Despite urgings from Edsel, Henry refused to incorporate new features into the Model T or to form a customer credit plan. He pursued the project with a great deal of technical expertise in design of the engine, chassis, and other mechanical necessities, while leaving the body design to his son. Subsequently, the Ford company adopted an

annual model change system similar to that recently pioneered by its competitor General Motors and still in use by automakers today. Not until the s did Ford overcome his objection to finance companies, and the Ford-owned Universal Credit Corporation became a major car-financing operation. Labor philosophy The five-dollar wage Time magazine, January 14, Ford was a pioneer of "welfare capitalism", designed to improve the lot of his workers and especially to reduce the heavy turnover that had many departments hiring men per year to fill slots. Efficiency meant hiring and keeping the best workers. Detroit was already a high-wage city, but competitors were forced to raise wages or lose their best workers. He viewed the increased wages as profit-sharing linked with rewarding those who were most productive and of good character. They frowned on heavy drinking, gambling, and what today are called deadbeat dads. The Social Department used 50 investigators, plus support staff, to maintain employee standards; a large percentage of workers were able to qualify for this "profit-sharing. By the time he wrote his memoir, he spoke of the Social Department and of the private conditions for profit-sharing in the past tense, and admitted that "paternalism has no place in industry. But the broad workable plan of investment and participation will do more to solidify industry and strengthen organization than will any social work on the outside. Without changing the principle we have changed the method of payment. The decision was made in , when Ford and Crowther described it as six 8-hour days, giving a hour week, [30] but in it was announced as five 8-hour days, giving a hour week. He explained his views on unions in Chapter 18 of My Life and Work. Most wanted to restrict productivity as a means to foster employment, but Ford saw this as self-defeating because, in his view, productivity was necessary for any economic prosperity to exist. He believed that productivity gains that obviated certain jobs would nevertheless stimulate the larger economy and thus grow new jobs elsewhere, whether within the same corporation or in others. Ford also believed that union leaders had a perverse incentive to foment perpetual socio-economic crisis as a way to maintain their own power. Meanwhile, he believed that smart managers had an incentive to do right by their workers, because doing so would maximize their own profits. Ford did acknowledge, however, that many managers were basically too bad at managing to understand this fact. But Ford believed that eventually, if good managers such as he could fend off the attacks of misguided people from both left and right i. Bennett employed various intimidation tactics to squash union organizing. In the late s and early s, Edselâ€”who was president of the companyâ€”thought Ford had to come to some sort of collective bargaining agreement with the unions because the violence, work disruptions, and bitter stalemates could not go on forever. But Ford, who still had the final veto in the company on a de facto basis even if not an official one, refused to cooperate. For several years, he kept Bennett in charge of talking to the unions that were trying to organize the Ford Motor Company. Sorensen recounted [38] that a distraught Henry Ford was very close to following through with a threat to break up the company rather than cooperate, but his wife Clara told him she would leave him if he destroyed the family business. In her view, it would not be worth the chaos it would create. Overnight, the Ford Motor Company went from the most stubborn holdout among automakers to the one with the most favorable UAW contract terms. The contract was signed in June We can fight General Motors and Wall Street together, eh? Please help improve this section by adding citations to reliable sources. Unsourced material may be challenged and removed. July 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 , when Ford acquired the Stout Metal Airplane Company. It used a new alloy called Alclad that combined the corrosion resistance of aluminum with the strength of duralumin. The Trimotor first flew on June 11, , and was the first successful U. Several variants were also used by the U. Ford has been honored by the Smithsonian Institution for changing the aviation industry. Willow Run Peace and war World War I era Ford opposed war, which he viewed as a terrible waste, [40] [41] and supported causes that opposed military intervention. He and about other prominent peace leaders traveled there. Marquis, accompanied him on the mission. Ford talked to President Wilson about the mission but had no government support. His group went to neutral Sweden and the Netherlands to meet with peace activists. A target of much ridicule, Ford left the ship as soon as it reached Sweden. When Wilson made a major speaking tour in the summer of to promote the League, Ford helped fund the attendant publicity. Ford "insisted that war was the product of greedy financiers who sought profit in human destruction"; in he went so far as to claim that the torpedoing of U. Like

many other businessmen of the Great Depression era, he never liked or entirely trusted the Franklin Roosevelt Administration, and thought Roosevelt was inching the U. However, Ford continued to do business with Nazi Germany , including the manufacture of war materiel. The number of slave laborers grew as the war expanded although Wallace makes it clear that companies in Germany were not required by the Nazi authorities to use slave laborers. He "lined up behind the war effort" when the U. Ford broke ground on Willow Run in the spring of , and the first B came off the line in October At its peak in , the Willow Run plant produced Bs per month, and by Ford was completing each B in eighteen hours, with one rolling off the assembly line every 58 minutes. Ford was increasingly sidelined, and others made decisions in his name. Ford grew jealous of the publicity Sorensen received and forced Sorensen out in Articles from The Dearborn Independent , In the early s, Ford sponsored a weekly newspaper that published strongly antisemitic views. At the same time, Ford had a reputation as one of the few major corporations actively hiring black workers, and was not accused of discrimination against Jewish workers or suppliers.

Chapter 7 : Volkswagen - Wikipedia

Steven Watts excellent biography of Henry Ford, The People's Tycoon: Henry Ford and the American Century is a comprehensive account of the life of a business legend. The book is painstakingly researched and masterfully written.

Arriving in the world three weeks after the Battle of Gettysburg, on July 30, , Henry Ford never took to the rural life he was born into. His father had a prosperous farm near Dearborn, Michigan, but young Henry was more interested in mechanics—how things worked. He wrote of his childhood: That is what took me into mechanics—although my mother always said I was a born mechanic. At 16 Ford left the farm to develop his skills, taking an apprenticeship as a machinist in Detroit. He would often switch jobs, however, when he felt he could learn more in another position. He briefly returned to the farm and in married Clara Bryant. The Rise of Henry Ford. In he left the Edison Illuminating Company to become superintendent of his first car company, the Detroit Automobile Company. But lacking sales, the decision was made to dissolve the company after only a few months. Throughout it all, he learned more about cars, how to run a business, and more importantly how to attract talent to make his vision a reality. On June 16, , he incorporated his third automotive company, the Ford Motor Company. Their first car was the Model A. The Model T was introduced on October 1, . Once-constrained farmers were able to make trips beyond the 10 or so miles their horses could readily go in a day. The recipients of this new freedom appreciated their benefactor, trusted him, called him by his first name. It brought joy to our lives. He encouraged its development every step of the way. And when the workers began to hate the ceaseless, repetitive work, he approved the five-dollar, eight-hour workday. The business establishment was against it, but the workers loved it. It established the American workingman as fundamentally middle class. Unfortunately it was still Henry who was in charge. When Edsel and other Ford executives told him that it was time for a new model, Henry would not listen. More models would follow. And in , at age 68, Ford introduced the V8 engine. When Edsel died of cancer in at the age of 49, the year-old mentally ailing patriarch stepped back into the office of president. Business is too collegial. One hundred years ago, business was done by virtual dictators—men laden with riches and so much power they could take over a country if they wanted to. He developed the problem that haunts many successful leaders: Harvard professor Richard S. His car for the masses would not have materialized without his inner strength. It is comical that such a man spoke so much and wrote or had written for him so many books and articles. Seen in this light, his endless inconsistencies had a consistency about them. He was not insincere on purpose. If he was creative, he was also irrational. If he attracted great talent, he also drove it away. If he was direct, he was also insensitive. Douglas Brinkley, *Wheels for the World: The Rise of Henry Ford* Henry Ford and the American Century

Chapter 8 : Henry Ford: The People's Tycoon | Turtle Garage

Henry Ford (July 30, to April 7,) was an American automobile manufacturer who created the Ford Model T car in and went on to develop the assembly line mode of production, which.

Search Select Your Language You can select the language displayed on our website. Click the drop-down menu below and make your selection. But more than any other single individual, he was responsible for transforming the automobile from an invention of unknown utility into an innovation that profoundly shaped the 20th century and continues to affect our lives today. Innovation requires self-confidence, a taste for taking risks, leadership ability and a vision of what the future should be. Henry Ford had all these characteristics, but it took him many years to develop all of them fully. His beginnings were perfectly ordinary. Early on Ford demonstrated some of the characteristics that would make him successful, powerful, and famous. He organized other boys to build rudimentary water wheels and steam engines. He learned about full-sized steam engines by becoming friends with the men who ran them. He taught himself to fix watches, and used the watches as textbooks to learn the rudiments of machine design. Thus, young Ford demonstrated mechanical ability, a facility for leadership, and a preference for learning by trial-and-error. These characteristics would become the foundation of his whole career. But young Henry was fascinated by machines and was willing to take risks to pursue that fascination. In he left the farm to become an apprentice at the Michigan Car Company, a manufacturer of railroad cars in Detroit. Over the next two-and-one-half years he held several similar jobs, sometimes moving when he thought he could learn more somewhere else. He returned home in but did little farming. By now Ford was demonstrating another characteristic—a preference for working on his own rather than for somebody else. Ford did not know a great deal about electricity. He saw the job in part as an opportunity to learn. Henry was an apt pupil, and by had risen to chief engineer of the Illuminating Company. But he had other interests. He became one of scores of people working in barns and small shops across the country trying to build horseless carriages. Aided by a team of friends, his experiments culminated in with the completion of his first self-propelled vehicle, the Quadricycle. It had four wire wheels that looked like heavy bicycle wheels, was steered with a tiller like a boat, and had only two forward speeds with no reverse. A second car followed in Ford now demonstrated one of the keys to his future success—the ability to articulate a vision and convince other people to sign on and help him achieve that vision. He persuaded a group of businessmen to back him in the biggest risk of his life—a company to make and sell horseless carriages. But Ford knew nothing about running a business, and learning by trial-and-error always involves failure. The new company failed, as did a second. To revive his fortunes Ford took bigger risks, building and even driving racing cars. The success of these cars attracted additional financial backers, and on June 16, Henry incorporated his third automotive venture, Ford Motor Company. But by this time Ford had a bigger vision: The Model T was easy to operate, maintain, and handle on rough roads. It immediately became a huge success. Ford could easily sell all he could make; but he wanted to make all he could sell. Doing that required a bigger factory. In the company moved into a huge new plant in Highland Park, Michigan, just north of Detroit. There Ford Motor Company began a relentless drive to increase production and lower costs. Henry and his team borrowed concepts from watch makers, gun makers, bicycle makers, and meat packers, mixed them with their own ideas and by late they had developed a moving assembly line for automobiles. But Ford workers objected to the never-ending, repetitive work on the new line. Turnover was so high that the company had to hire 53, people a year to keep 14, jobs filled. At a stroke he stabilized his workforce and gave workers the ability to buy the very cars they made. Model T sales rose steadily as the price dropped. Ford named his year-old son Edsel as president, but it was Henry who really ran things. Absolute power did not bring wisdom, however. Success had convinced him of the superiority of his own intuition, and he continued to believe that the Model T was the car most people wanted. He ignored the growing popularity of more expensive but more stylish and comfortable cars like the Chevrolet, and would not listen to Edsel and other Ford executives when they said it was time for a new model. By the late s even Henry Ford could no longer ignore the declining sales figures. In he reluctantly shut down the Model T assembly lines and began designing an all-new car. It

appeared in December of 1908 and was such a departure from the old Ford that the company went back to the beginning of the alphabet for a name—they called it the Model A. The new car would not be produced at Highland Park. In 1908 Ford had started construction on an even bigger factory on the Rouge River in Dearborn, Michigan. Iron ore and coal were brought in on Great Lakes steamers and by railroad. The Model A was competitive for only four years before being replaced by a newer design. In 1927, at age 69 Ford introduced his last great automotive innovation, the lightweight, inexpensive V8 engine. In addition to troubles in the marketplace, Ford experienced troubles in the workplace. Struggling during the Great Depression, Ford was forced to lower wages and lay off workers. He fought back with intimidation and violence, but was ultimately forced to sign a union contract in 1941. But after the Japanese attack on Pearl Harbor Ford Motor Company became one of the major US military contractors, supplying airplanes, engines, jeeps and tanks. The influence of the aging Henry Ford, however, was declining. The vast quantities of war material turned out on those assembly lines were crucial to the Allied victory in World War II. High wage, low skilled factory jobs pioneered by Ford accelerated both immigration from overseas and the movement of Americans from the farms to the cities. The same jobs also accelerated the movement of the same people into an ever expanding middle class. In a dramatic demonstration of the law of unintended consequences, the creation of huge numbers of low skilled workers gave rise in the 1930s to industrial unionism as a potent social and political force. The Model T spawned mass automobility, altering our living patterns, our leisure activities, our landscape, even our atmosphere. Why He Innovated There is a prophetic story of how the year-old Henry Ford got a pocket watch for his birthday, and then proceeded to take it apart. He simply wanted to know how it worked. Ford was interested in every aspect of life around him. He explored innovative forms of education which, in time, led to the founding of the Edison Institute, known today as The Henry Ford. In a single location, Ford brought together dozens of buildings and millions of artifacts. It was one of the largest collections of its kind ever assembled, as well as a bold and ambitious new way for people of all ages to discover and explore the richness of the American experience for themselves.

Chapter 9 : Henry Ford receiving the Grand Cross of the German Eagle from Nazi officials,

The creation of the assembly line by Henry Ford at his Highland Park plant, introduced on December 1, , revolutionized the automobile industry and the concept of manufacturing worldwide. The Ford Motor Company.

Instead of a steering wheel, the Quadricycle had a tiller. The gearbox had only two forward gears with no reverse. Ford leaves company within one year. The company was a separate organization with its own set of shareholders. It was created to sell vehicles not just in Canada, but also all across the then-current British Empire. Childe Harold Wills designed the Ford logo. However, the Ford oval would not be featured on a car until the Model A. Ford sold 15 million Model Ts before ceasing production in May , making it one of the best-selling vehicles of all time, and arguably the most famous car in the world. In , there were only about 18, miles of paved roads in the US. To deal with the primitive roads, Ford used light and strong vanadium steel alloy for critical parts. At the time, most of the automobiles in existence were luxurious novelties rather than affordable transport. Fortunately for millions of new drivers, it was. The accelerating speed with which Ford could produce cars helped him continue to lower the price of the Model T. The increased pay, increased leisure time, and even increased the personal mobility of car ownership were all critical factors in the creation of an American middle class. It would become the largest integrated factory in the world by the following decade. Throughout its history, the self-contained Rouge Complex has contained a wide array of industries necessary to produce cars, including steel mills, a tire factory, a glass factory, a power plant and a reception depot for coal, iron ore, rubber and lumber. In the s the complex employed over , workers. Today the River Rouge Complex continues to evolve to meet the needs of modern manufacturing processes. This early pickup was rated at one ton. These 42 Eagle-class boats were the first product manufactured at the Rouge. In its efforts to aid the Allies in WWI, Ford also produced more than 38, Model T cars, ambulances, and trucks, 7, Fordson tractors, two types of armored tanks, and 4, Liberty airplane engines for the Allies. Afterward, Ford hired disabled veterans returning from the war, making the automaker one of the first companies to hire people with disabilities and to adapt work environments to their specific needs. On the same day, Henry Ford put a plan in place to buy out his investors and make himself, Clara Ford, and Edsel the sole owners of the business. His aesthetic legacy lives on in the original Lincoln Continental. While the Model T dominated the auto industry from to the early s, by the middle of the decade there was fierce competition from other automakers. After the 15 millionth Model T drove off the assembly line on May 26, , Ford closed plants all over the world to spend six months retooling factories and perfecting the design of a new car. The car was the first vehicle to sport the iconic Blue Oval logo, and it included innovative features like a Safety Glass windshield. As with the new Model A, Henry Ford shut down all other production operations to work on this innovative project. At great effort and expense, the company engineered a way to cast the first commercially successful V8 engine. The flathead was a hit. It was affordable, versatile, and introduced just as the American market was becoming fascinated with ever-more powerful engines. It remained in production for over 22 years. To this day the flathead remains extremely popular with hot rodders. Much like the Mercury brand, Lincoln-Zephyr was designed to sell at a price point between the Ford V8 De Luxe and the high-end luxury cars offered by Lincoln. Edsel Ford created Mercury cars to bridge the gap between affordable Fords and luxurious Lincoln cars. The vehicles were nicknamed for their "GP," or general-purpose designation. Through its manufacturing expertise, Ford facilities built a staggering number of automobiles, planes, tanks, aircraft engines and other materiel for the war effort. In , Rose Will Monroe was working at Willow Run as a rivet gun operator when she was chosen to appear in a promotional film for war bonds. Edsel was the only child of Henry and Clara Ford. When Henry II took over, the company and its bookkeeping practices were in disarray. With the help of ten former U. With its first postwar truck design, Ford ceased building trucks on car platforms and used a purpose-built truck platform instead. In , the F was replaced by the F line of trucks. Since , F-series has been the best-selling vehicle in the U. View slideshow Ford introduces the Ford. With its wind tunnel-tested aerodynamic shape, integrated pontoon fenders, airplane-inspired spinner grille and an updated V8, the new car was as radical a change as the Model A. The T-Bird emphasized comfort and convenience over sportiness.

With its performance, design and distinctive porthole windows, the car would become a classic. In the 60 years since then, Ford has performed more than 31, crash tests around the world. In recent years Ford has also used virtual crash testing to maximize the quantity and availability of crash data. In tandem with physical testing, the crash simulations help Ford gather more data than ever before. Edsel and designer E. Gregorie named these stylish and elegant cars for the inspiration they drew from the "continental" cars they saw in Europe. Introduced as a recession was beginning in the United States, the Edsel was simply the wrong car for the wrong time. The Mustang came to define the pony car class with its combination of a long hood, short deck, affordable price and customization options. The Mustang was a huge success, and today it remains one of the fastest-selling vehicles in history. With its role in movies like Bullitt and songs like "Mustang Sally," the car quickly became a cultural icon as well. Ford owned Philco from to , during which the company produced consumer electronics, computer systems, and military projects. These satellites are still used today to send television transmissions and telephone calls between continents. IIs sweep the podium at the 24 Hours of Le Mans. Moreover, Ford built a massive plant in Almusafes, Spain, near Valencia, to manufacture the car. The investments paid off, and the Fiesta broke the one-year sales record of the Mustang. The smaller platform debuted in response to rising oil prices and new fuel economy regulations. When the Ford Escort was first sold in North America, the car was designed to share components with the European Escort. The car was an important part of a worldwide shift in automotive design. Within Ford, the car represented a shift toward increased quality standards and front-wheel drive designs. The modular assembly line made use of automated ancillary assembly lines to produce vehicle sub-assemblies. The sub-assemblies were then added into the main assembly line. The trial run at St. Louis was a success, and today most Ford plants use modular assembly lines. In doing so, Ford helped launch the domestic SUV market. The Explorer was a more comfortable and better-handling replacement for the Ford Bronco, which was discontinued in Today the Mondeo is known as the Fusion in the United States. With lead acid batteries, regenerative braking, and a lb. To commemorate the centennial of the company that put the world on wheels, Ford offered limited production centennial editions of five of the vehicles in its lineup at the time. Instead of waiting out the crisis, Ford continued to aggressively invest in product development so that when the economy recovered Ford products would be some of the best vehicles on the market. One Ford envisioned every person in every part of the global enterprise as part of a single team united by a common culture and a shared goal to deliver outstanding products. Created from a partnership between Ford and Microsoft, SYNC offers a hands-free, voice-activated connectivity system with mobile phone integration, navigation and voice-activated access to entertainment. Ford has continuously updated SYNC since its introduction in order to help drivers keep their hands on the wheel and their eyes on the road while remaining connected to their technology. The technology necessary to create the new truck resulted in over new patents approved or pending for Ford. For , the all-new sixth generation of the iconic pony car includes an independent rear suspension and a selection of high-output engines. Fields is committed to building momentum around the One Ford plan through product excellence and instilling a spirit of innovation throughout the company. With a focus on changing the way the world moves, Ford Smart Mobility takes the company to the next level in connectivity, mobility, autonomous vehicles, the customer experience, and data and analytics. This includes the launch of the more intuitive Sync 3 System on Ford and Lincoln vehicles, more than 30 global mobility experiments, testing of autonomous vehicles in the snow â€” a first for the industry, and the introduction of FordPass for Ford members and non-members alike. Ford Chip Ganassi Racing enters four Ford GTs numbered 66, 67, 68 and 69 to honor the historic four consecutive victories that began 50 years prior.