

Ford Global Auto Shows  
NAIAS 2013  
Henry Ford Oval Tour  
November 20, 2012

Physical Asset / Location	Quotation / Content / Question	Photograph / Image for Album
"150" Oval  40s	<ul style="list-style-type: none"> <li>Henry Ford was born in Dearborn, MI July 30, 1863 – his 150<sup>th</sup> birthday will be 7/30/2013</li> <li>The Henry Ford at NAIAS will appear to be early 50's – his age when he founded the Ford Motor Company in 1903</li> <li>"Anyone who stops learning is old, whether at twenty or eighty. Anyone who keeps learning stays young."</li> <li>"You take all of the experience and judgment of men over 50 out of the world and there wouldn't be enough left to run it."</li> </ul>	Henry Ford birthplace – William Ford Farm

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1903 McNary Model A	<ul style="list-style-type: none"> <li>The company that Henry Ford founded in 1903 (Ford Motor Company) was his third attempt to launch a car company</li> <li>"Whether you think you can, or you think you can't, you are right."</li> <li>On July 13, 1903, a few weeks before Henry Ford's 40<sup>th</sup> birthday, Ford Motor Company's cash on hand was down to \$223.65</li> <li>That day FMC received orders for three vehicles – including this one that was sold to James McNary, a butter maker in Britt, Iowa</li> </ul> <p>"I will build a motor car for the great multitude...constructed of the best materials, by the best workers [men] to be hired, after the simplest designs that modern engineering can devise... so low in price that no one [man] making a good salary will be unable to own one and enjoy [with his family] hours of pleasure in [God's] great open spaces. When I'm through, everybody will be able to afford one and everyone will have one. The automobile will be taken for granted... and we will give a large number of people [men] employment at good wages."</p> <p>"The Ford car blazed the way for the motor industry and started the movement for good roads. It broke down the barriers of time and distance and helped to place education within the reach of all. It gave people more leisure. It helped people everywhere to do more and better work in less time and enjoy doing it. It did a great deal, I am sure, to promote the growth and progress of this country."</p>	Mack Avenue Workshop

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2013 F-150 FX-4 EcoBoost	<p><i>automobiles</i></p> <ul style="list-style-type: none"> <li>Like all early <del>autos</del> - Model A Fords were built by hand, but within two years, Henry Ford introduced the moving assembly line – to increase efficiency and lower production costs.</li> </ul> <p>"There is one rule for the industrialist and that is: Make the best quality of goods possible at the lowest cost possible, paying the highest wages possible."</p> <ul style="list-style-type: none"> <li>Henry Ford's next great innovation was "vertical integration"</li> <li>His goal was to create a totally self-sufficient manufacturing process by owning, operating and coordinating all the resources needed to produce complete automobiles</li> <li>To realize this goal, Henry Ford created the Rouge <sup>PLANT</sup> as a modern marvel of manufacturing and by 1927 it was <sup>OF</sup> producing a new generation Ford Model A cars</li> <li>Resources like wood from Ford forests and ore from Ford mines came from all over the world on Ford's fleet of ships and Ford's railroad <sup>CARS</sup> – turning them into finished <i>automobiles</i> <del>cars</del> that rolled off the assembly line every 49 seconds.</li> <li>Today, the Rouge Complex in Dearborn builds F-150 trucks <i>rolling off — every —</i></li> <li>Under the direction of Henry's great-grandson Bill Ford, the Rouge is again a modern marvel – the world's greatest example of green, sustainable manufacturing</li> </ul> <p>"I foresee the time when industry shall no longer denude the forests which require generations to mature, nor use up the mines which were ages in the making, but shall draw its raw material largely from the annual produce of the fields."</p>	Rouge plant then and now



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2013 F-150 FX-4 EcoBoost – CONT.	<ul style="list-style-type: none"> <li>• In 1900, even before founding <del>FMC</del>, Henry Ford built his third vehicle – a truck</li> <li>• Early Ford trucks were built on the model T platform</li> <li>• Ford has been building F-Series pickup trucks for 65 years – and have led the industry in sales since 1977, but Ford engineers are always thinking of ways to make F-150 better – helping Ford owners work smarter and play harder</li> <li>• This F-150 FX-4 features an EcoBoost engine that combines turbocharging, high-pressure direct injection and advanced engine controls to produce more power with better fuel economy and lower emissions</li> </ul> <p>"Thinking is the hardest kind of a work a mortal can do and just because it is hardest, the higher rewards are reserved to it."</p>	Model T pickup truck

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Fusion SE 1.6L EcoBoost	<ul style="list-style-type: none"> <li>Affordable, green, fuel-efficient power for millions is a philosophy that has driven Ford Motor Company from the very beginning</li> <li>In 1908, Henry Ford introduced the Model T – making reliable automobiles affordable for millions...In 1932 Henry Ford introduced the famous Flathead engine, making V8 power affordable for millions – even the infamous Bonnie and Clyde</li> <li>Now, Ford is making green vehicles affordable and available to millions by building a wide range of vehicles powered by EcoBoost</li> <li>The original 1903 Model A had 1.6L 4-cylinder engine that produced 8 horsepower – this 2013 Fusion is powered by a 1.6L 4-cylinder EcoBoost engine that produces 178 horsepower</li> <li>Ford expects to produce 1.5 million EcoBoost engines in 2013 with the goal of offering EcoBoost power in 90 percent of our North American vehicles</li> <li>Ford EcoBoost vehicles available in North America include – F-150 3.5L...Fusion 1.6L and 2.0L...Taurus SHO 3.5L...Escape 1.6L and 2.0L...Focus ST 247hp 2.0L...Flex 3.5L...Edge 2.0L...Explorer 2.0L and Explorer Sport 3.5L</li> </ul> <p>"To resent efficiency is a mark of inefficiency."</p>	Henry Ford and a V8 Ford Model A

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Electrified Vehicle Display Charging Demo	<ul style="list-style-type: none"> <li>In addition to EcoBoost and other innovative technology that makes gas and diesel engines more efficient, Ford offers a full range of electrified vehicles – including five models and three different types of powertrains</li> </ul> <p>"We are entering an era when we shall create resources which shall be so constantly renewed that the only loss will be not to use them. The will be such a plenteous supply of heat, light and power, that it will be a sin not to use all we want."</p> <p><i>EDISON ILLUMINATING COMPANY</i></p> <ul style="list-style-type: none"> <li>Henry Ford worked for the Edison electric company as a power plant manager <i>chief Engineer.</i></li> <li>Henry Ford and Edison first built an electric car together in 1913</li> <li>Henry bought three electric cars that were driven by his wife Clara Ford</li> <li>Ford built his own hydroelectric plant at Fairlane – using the power of the Rouge River</li> <li>Thanks to modern battery technology (like the Li-Ion batteries in mobile phones) electric cars are now practical</li> <li>Ford charging technology also makes electrified vehicles easier to own and drive</li> </ul>	<p>Ford and Edison EV Power plant at Fairlane</p> <p><i>or</i></p> <p><i>Picture of first Ford electric - property of The Henry Ford #TtF 59795</i></p>



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	<ul style="list-style-type: none"> <li>• The all-new 1.0-liter 3-cylinder EcoBoost engine is the type of engineering innovation that Henry Ford would approve</li> <li>• With an amazing output of 123 horsepower-per-liter, this compact dynamo ranks among world's best production engines.</li> <li>• It has been proven the same way that Henry Ford proved some of his greatest innovations – on the race track.</li> <li>• A 1.0L EcoBoost engines powered the Ford Focus that set 16 Federation Internationale de l'Automobile (FIA) world speed records at France's CERAM test circuit and the Formula Ford racer that recorded one of the fastest lap times ever at Germany's famed Nürburgring Nordschleife circuit.</li> <li>• The breakthrough technology of the Ford 1.0L EcoBoost engine has received multiple industry honors including being voted the "International Engine of the Year" by global automotive journalists and receiving a prestigious Breakthrough Award from Popular Mechanics Magazine</li> <li>• "Businesses that grow by development and improvement do not die."</li> </ul>	Henry Ford driving in the race against Alexander Winton [1901] or driving "999" on Lake St. Clair when he set the land speed record 1/12/1904

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Fiesta 1.0L	<ul style="list-style-type: none"> <li>• Here in North America, the 1.0-liter EcoBoost engine will first be available in the new Ford Fiesta.</li> <li>• 110 years after Henry Ford sold his first 3 Model A's, the Fiesta marks another key milestone in the history of Ford Motor Company</li> <li>• This is a truly global car – sold in diverse markets on six continents and offering outstanding safety, great capability, surprising technology, and fun driving dynamics for millions of drivers around the world.</li> <li>• "I will build a motor car for the great multitude...constructed of the best materials, by the best workers to be hired, after the simplest designs that modern engineering can devise... so low in price that no one making a good salary will be unable to own one—and enjoy the blessing of hours in great open spaces."</li> <li>• After over a century, Ford Motor Company is still committed to producing innovative, advanced vehicles for everyone</li> </ul>	Henry Ford and the Ford Model T

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<p>"150" Oval</p> <p><i>Hkk 2</i></p> <p><i>he should be 1st!</i></p>	<ul style="list-style-type: none"> <li>One purpose of...The Henry Ford [Greenfield Village and the Edison Institute and Museum] is to remind the public...of how far and how fast we have come in technical progress...</li> <li>"If we have come so far and so fast, is it likely that we shall stop now?"</li> <li>Remind group that Metro Detroiters and visitors can tour historic sites that are part of Henry Ford's life and legacy – including The Henry Ford, the Edsel and Eleanor House, the Rouge Factory and, in the future, Henry and Clara Ford's home (Fairlane) which is currently being restored</li> <li>"...the only history that is worth a tinker's damn is the history we make today."</li> <li>Thank the group for their time – remind them of Ford Motor Company's commitment and ask for theirs (?)</li> <li>"Coming together is the beginning. Keeping together is progress. Working together is success."</li> </ul>	<p>Photos of Henry Ford and Wm. Ford Jr. – with quotes...</p> <p>"The only true test of values, either of men or things, is that of their ability to make the world a better place in which to live." – Henry Ford</p> <p>"A good company delivers excellent products and services. A great company does all this and strives to make the world a better place." – William Ford, Jr. – Great Grandson of Henry Ford</p>