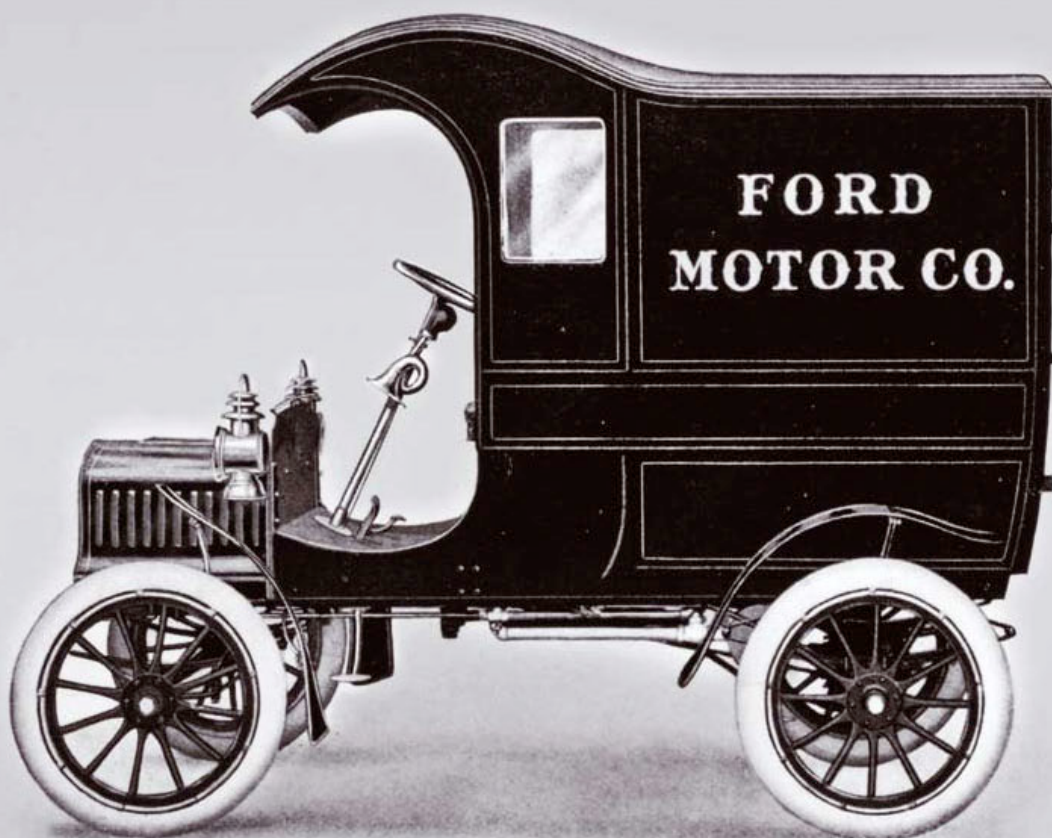


UNSTOPPABLE

BUILT TOUGH, BY FORD!

Henry Ford may have got affordable motoring off the ground for the masses but FoMoCo (short for Ford Motor Company) just didn't stick on to that, adding delivery vans and pickups to the saloons and roadsters on Model As, Ts, and Bs before moving on to huge tractor heads and rigids.



First ever panel van came on the same passenger car chassis as the original Ford Model A. Vans and pick-ups got a fillip from this original offering.



Edition 2 of a special CV series by
APOLLO TYRES LTD.



The advent of Ford in the automotive world at the turn of the last century was momentous in more ways than one. For one, it didn't achieve immediate success but in its second avatar it soon got things happening, the most apparent being the delivery and appeal of mobility to the masses. The Model T did the trick and Ford's assembly line process (picked up its said from a firm making pistols and rifles) helped churn out millions of these vehicles. Not only was the motor car within the purview of the common man, it also helped with the industrialisation of the USA while also changing the face of transport completely.

The horseless carriage took sway of all modes of transport - people, goods, mail, etc. It became the ideal complement to the railway system and all of a sudden the commercial angle began to get even more vocal. If affordable mobility could come to the commoners, surely mail could be hastened quickly to the so it was meant for and the first ever commercial vehicles in the US were those order by the US Post Office. As such to carry parcels and letters the open canvas roofed Model T's were definitely inadequate so the full panel delivery van came into being, the first ever CV application on what was essentially a car with a different body bolted on to its chassis. At about the same time, many individuals also turned their hand to D-I-Y means to make their jolopies do more. This

resulted in a type of vehicle the Yanks have kept a raging love affair with to this day: the pick-up with the rear seats removed and a flat bed approach forming the cargo area. All of a sudden you were looking at things which were beyond the purview of the transport denizens.

Utilities or services normally provided by the City (municipalities to us Indians) saw the next prong of action with the horseless carriage. The fire brigade went mechanised and this was a life saver in more ways than one. Ambulances followed in this very vein with again a specialised approach which saw a further application change necessitating design and packaging. Vehicles for refuse collection, water tankers and road sweepers among many others began to appear on to the American roadscape.

Ford was at the heart of this revolution even though the public at large and many motoring enthusiasts fondly remember just what the Model T did for mass motorisation. In fact improvisation was the name of the game and the Model T found application even as agricultural tillers - yes some of them were indeed converted to tractors while some were used as husk cutters and grain shredders. It seemed there was no application which couldn't be done by the Model T and from here on the truck side of the Ford business began to take shape.

Pick-ups, omnibuses for people movement

within cities, large cargo haulers, mobile cranes, etc needed more power and different approaches and so from the early 1930s - coinciding with the advent of the Model A which replaced the long in the tooth Model T, Ford's commercial vehicle division began to move towards a more specialised form of vehicles which kept its car roots behind and began to take a more specialised form.

Larger and stronger chassis came in as did revised new and more powerful engines. Multi axle rigs made their appearance as did the tractor head to pull in large loaded trailers. As the CV spectrum exploded so did Ford's move into other markets and in the UK it started off with diesel engines as well, notably with Perkins, long a pioneer manufacturer of compression ignition powerplants. As soon as Ford discovered the benefits of diesel in the UK, simultaneously it got the same fillip in the US courtesy Cummins. In fact even when it made its 1220 trucks in India in the 1990s, Ford employed Perkins power (via Simpsons) to get the job done. Today Ford may have sold off its CV line in Europe to Iveco but it yet continues with its range of big haulers in the US (exemplified by the bonneted chumper on this page) in an unstoppable range of rigs, multi-axle trucks and tractor heads. And yes all of them are powered by top of the line Cummins diesels.

Adil Jal Darukhanawala



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Never wary of progress, never skeptical about success, Never scared of challenges, never tired of trying, Every step of the way we travel with our customers, On the "unstoppable" journey to success.