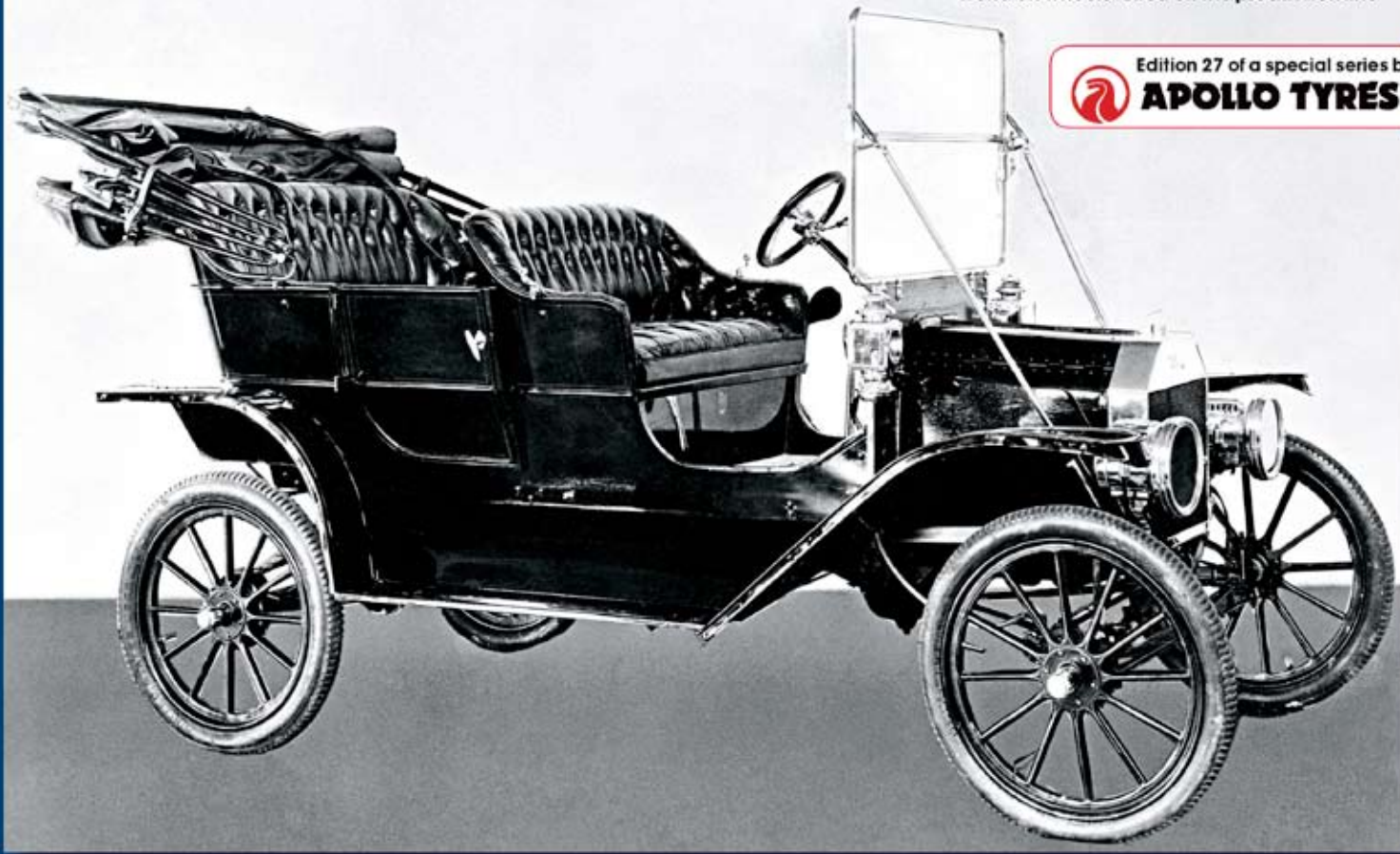


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FORD MODEL T'S CENTENARY

It's been a hundred years since the car that put the world on wheels rolled off the production line

Edition 27 of a special series by
APOLLO TYRES





Initially, the car had to be started by rotating the crank with hand.



Henry Ford with his Transcontinental racing team. Ford drove from Denver to Seattle just to meet his winning team



100 years before- Henry Ford created history with his creation the Model T that rocked the world during the 1910-20's



100 years after- Dave Owsen, a student of the Centre for Creative Studies, Detroit, Michigan showcases his idea of Model T of the future during the presentation of Ford's challenge to create a global vehicle that would be as revolutionary as model T



APOLLO TYRES LTD. *unstoppable*

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.

In October, 1908, Henry Ford revealed the first Model T. Designed by Childe Harold Wills and two Hungarian immigrants, Joseph A. Galamb and Eugene Farkas, it went on to become the world's first mass produced car that was affordable by the common man with a decent wage.

Instead of building an entire car manually that took a lot of time and effort, Ford introduced an assembly line production for the Model T. The revolutionary full moving production line allowed a car to be fully assembled non-stop. Ford was able to roll out one car at three minute intervals with each car taking only an hour and thirty three minutes to get assembled.

The first ever production Model T was built at Ford's Piquette plant in Detroit, Michigan. The car's immense success can also be attributed to its low cost. Prices initially started at \$805 (expensive but cheaper than other cars then) but gradually declined to \$440 in 1915.

Low price and capability of producing many cars in very

little time made the T the world's best selling car in the 1920s. After 1 crore Model T's sold, nine out of ten cars on the road were Fords. After almost two decades, production of the car ceased in 1927 and was later succeeded by Model A. In 19 years, nearly 1.5 crore Model Ts were produced, a remarkable feat for that era. In 2008, a century after the Model T revolutionized personal transportation, Ford Motor Company has challenged students from five universities across the world to come up with revolutionary and futuristic concepts for a global vehicle that would be simple, lightweight, practical and compelling and should be priced under Rs 3,00,000.

They have been given a budget of Rs 30,00,000 and the deadline for the project is 1st September 2008. The design that meets the competition criteria and values of the Model T will earn two universities Rs. 10,50,000 each in scholarship funding. Final winners will be declared on 1st October 2008 on the 100th anniversary of the Model T.



Model T soon became world famous and was seen in some of the most exotic locations the world over



This is the Model TT truck based on longer and stronger version of the chassis for the passenger car



This is what revolutionized the way cars were built - the assembly line for Model T



Edsel Ford with father Henry Ford (passenger seat) and Charles Soensen (backseat) driving out in the fifteen millionth Model T