

Car That Kept Ford Afloat Returns to Family In Celebration of Founder's 150th Birthday

As part of a year-long celebration of the 150th anniversary of the birth of auto pioneer Henry Ford, Bill Ford has purchased the oldest surviving Ford production car, a 1903 Model A.

The car was unveiled as part of an employee event to kick off the 150th anniversary celebration of Henry Ford's birth in 2013.

A community picnic and a special program at Maker Faire are key events leading up to the 150th birthday of Henry Ford on July 30, 2013.

Considered the oldest surviving Ford vehicle, the 1903 Model A was unveiled last week to Ford Motor Co. employees by Executive Chairman Bill Ford, who purchased the vehicle at an auction in October.

"The timing was perfect to bring this key part of Ford heritage back to the family as we celebrate the 150th anniversary of my great-grandfather's birth and his vision to improve people's lives by making cars affordable for the average family," said Bill Ford.

"His vision to build cars that are reasonably priced, reliable and efficient still resonates and

defines our vision today as well." MotorCities National Heritage Area and the Henry Ford Heritage Association teamed up with more than 30 Henry Ford-related collaborators to coordinate the year-long celebration of events. These activities, highlighting Ford's legacy, contributions and influence, include tours, educational programming, dramatic reenactments, lectures, integration and special events at auto shows and more.

A dedicated website, www.henryford150.com, launched last week, includes an interactive timeline of Ford's life, tours, a calendar of 2013 events and information about efforts to preserve Henry Ford's heritage.

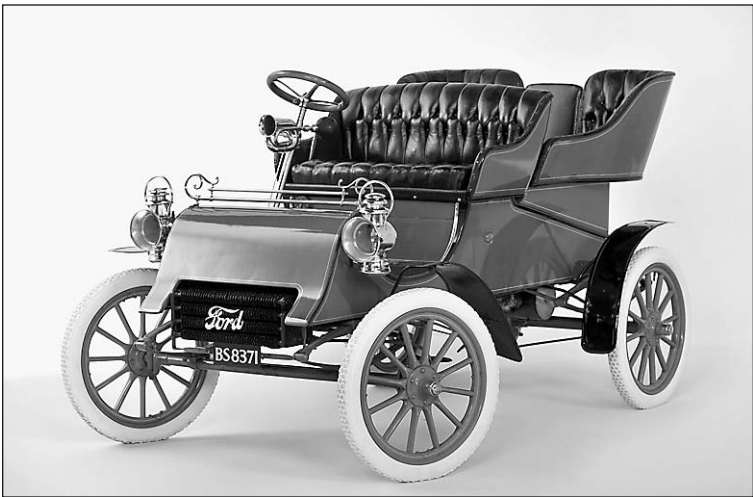
Henry Ford's 150th legacy will be celebrated in 2013 through a variety of events, including:

- "Coming Together: A Celebration of Henry Ford" – July 27, 2013, The Henry Ford Estate Fair Lane, Dearborn. This free community event will bring Henry Ford to "life" and feature many of his little-known interests and contributions.
- Maker Faire – July 27-28, The Henry Ford, Dearborn. A two-day,

family-friendly festival of invention, creativity and resourcefulness. This year's celebration of the Maker movement will include a special program to recognize innovators.

- "Discovering Henry Ford" shows at The Henry Ford – April-December. A presenter-facilitated multimedia program using a large touch screen monitor to access digital assets (movies, photos) in themed 20-minute shows ("Henry Ford the Tinkerer," "Henry Ford and the Model T").
- "Henry's T" – Dramatic presentation at Greenfield Village – May-August. Visitors will meet Henry Ford in this interactive 15-minute play and hear how he was inspired to build the world's universal car. They'll also learn why the Model T was so revolutionary and how Ford's visionary thinking and hard work enabled him to put the world on wheels.

All of these events are the culmination of the Model A returning home. It was the vehicle that played a pivotal role in Ford Motor Company history.



Bill Ford recently purchased this Model A Ford, the oldest production car made by the company, as part of a celebration of the 150th anniversary of Henry Ford's birth.

In July 1903, Henry Ford faced a daunting situation: The company's cash balance stood at less than \$250. A much-needed cash infusion arrived on July 13, 1903: One full payment and two deposits totaling \$1,320 for three Model A cars kept Ford Motor Company afloat.

The car Bill Ford revealed to employees last week is a red 1903 Model A Rear Entry Tonneau. It is believed to be car No. 3, chassis No. 30, and the lone survivor of the group of three Model A cars

sold on that day. The vehicle was auctioned through RM Auctions in October in Hershey, Pa.

"The Model A helped keep our company going during a difficult time and enabled my great-grandfather to continue pursuing his vision of putting the world on wheels," said Bill Ford.

"We look forward to carrying that same spirit of innovation forward as we develop new technologies for safer, cleaner, more fuel-efficient vehicles."



2012 Tesla S

Tesla S Named 'Future Collectible'

Which of North America's 17 all-new vehicles for 2012 will be the talk of the Woodward Dream Cruise in 2037?

According to the Friends of the National Automotive History Collection, it will be the Tesla Model S, based in Palo Alto, Calif.

The all-electric Tesla is the first non-Detroit-built EV, and only the second EV at all, to be chosen by the NAHC.

Last year's pick was the Chevrolet Volt. In 2010, the honor went to the Chevrolet Camaro. In 2009, the Ford Flex was the

model picked to be a collectible.

The announcement honoring the Tesla S was made on Dec. 6 at the NAHC's headquarters in the Skillman Branch Library in downtown Detroit.

Members of the Friends of the NAHC are each allowed to vote annually for the vehicle they think collectors will value most in 25 years.

To be sure, the Tesla is a rarity, a high-performance sedan that looks like a sports car and that's as eco-friendly as it is sleek.

Charles K. Hyde, chairman of the NAHC Board of Trustees, explains the recognition of Tesla by his group, saying, "This selection is unique among the many 'Vehicle of the Year' awards, because it is selected by 'car buffs' who know what future collectors will value."

It may seem ironic, an automotive history archive predicting the future, but it does make sense – who better to decide what future collectors will value than people with an eye on more than a century of past favorites?

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That will help demand, but warned that today's 16-year-old might be more interested in his or her next iPad rather than getting a license. This is a change, but overall more drivers will be entering the market. Right now, some plants in North America are at full production.

"My big concern is how North American producers will manage production versus demand through the comeback," he said. Demand is there and after shedding capacity in the past few years, now might be the time to add some capacity back, but that has to be done carefully."

Wall said GM is adding a lot of new product to the marketplace in 2013. The full impact of that won't be seen in sales figures until 2014.

He likened it to the Ford Fusion. It was introduced in September and 2013 will be the first full year of new Fusion sales.

Ford, Wall said, has had a product renaissance in the past couple of years, with more to come in the future. Their platforms are global and their parts commonality has reached up to 80 percent in some vehicles. That means the company can enjoy huge economies of scale, which saves money. He said their future is bright.

Chrysler/Fiat has done a phenomenal job in getting out of bankruptcy. Their new vehicles are based in part on Fiat platforms and will see a lot of activity in 2013 and 2014 in North America. Their challenge will be in managing the situation in Europe. As Europe recovers, so will Fiat.

Overall, the North American auto industry of 2017 will be quite different from the one in 2000, Wall said. In 2000, 17.2 million cars were produced. Only 25

percent were made south of Ohio. In 2017, he expects production of about 17.5 million vehicles and closer to 50 percent will be produced south of Ohio.

In 2000, that 17.2 million figure represented 30 percent of global production. In 2017, North America will account for only 18 percent of global production.

In 2000, global platform exposure in North America was 20

percent and that was mostly from Japanese producers. In 2017, that figure should reach 62 percent. Pickup trucks will still be a North American niche.

In 2000, 72 percent of vehicles produced in North America were designed here. The globalization of auto design means that in 2017 that percentage will be closer to 30 percent, Wall said.

Finally, the top five OEMs pro-

NAIAS Car/Truck of Year Finalists

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The jurors voted early in December, sending their ballots directly to Deloitte & Touche in Detroit.

Diane DeFrancis, a partner at Deloitte & Touche, provided envelopes with the names of the finalists – in alphabetical order – to Lindsay Brooke, a member of the awards' organizing committee, who made the announcement.

This begins a second round of voting on the three car and three truck/utility finalists. Those ballots also go to Deloitte.

The winners will be announced at a news conference on Monday, Jan. 14, at the North American International Auto

Show in Detroit.

While the news conference has always been held at the North American International Auto Show, the show does not give the awards. This is the 20th year of the awards.

During the past 19 years, domestic automakers have won North American Car of the Year 10 times. European automakers have won 4 times. Japanese automakers have won 3 times. A Korean automaker – Hyundai – has won twice.

Domestic automakers have won North American Truck of the Year 12 times, Japanese automakers 4 times, and European automakers 3 times.

GMC Truck Looks Back at 110 Years

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first rear-hinged three-door Extended Cab model. In 1999, a new generation of truck introduced the first use of frame hydroforming.

- 2000s: The new millennium brought the "D" decade: The first Duramax diesel engine for Sierra HD added capability and the first Denali pickup set a luxury standard for trucks.
- 2012: The new 2014 Sierra debuts on Dec. 13.

GMC has manufactured trucks since 1902 and the brand is evolving to offer more fuel-efficient trucks and crossovers, including the Terrain small SUV and Acadia crossover.

GMC offers three full-size hybrid trucks with the Yukon, Yukon Denali SUVs and the Sierra pickup.

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