



# Collector's Corner



## One Hundred Years of Automotive Success

(NASPA)—Own a piece of history: Car buffs and other collectors have the chance to snap up some rare collectibles, honoring the 100th anniversary of America's best-known automobile manufacturer. The company will commemorate this milestone anniversary on June 16, 2003.

**Then:** While the automobile was actually conceived in Europe, many people still believe that Henry Ford invented the automobile. Full credit can be given to the inventor for first building the car that millions could afford. His philosophy: "I will build a motor car for the great multitude—it will be so low in price that no man will be unable to own one."

Ford Motor Company was launched in a small converted wagon factory in Detroit, Michigan on June 16, 1903. After some early models, the company introduced the famous Model T in 1908. Called the "universal car" and the "Tin Lizzie," it became the symbol of low-cost, reliable transportation that could get through when other cars were stuck on muddy roads. The first year's production of Model T's reached 10,660, breaking all records for the industry.

By the end of 1913, Ford Motor Company was producing half of all the automobiles in the U.S. and by 1921, Ford made up almost 57 percent of the world's automobile production. In order to keep ahead of the demand, Ford initiated mass production in the factory, assigning a specific task to each worker on a moving assembly line—a highly successful concept. Over the years, many new models rolled off the line, including: the Model A, '49, Thunderbird, Mustang, Taurus and F-



Series pickup truck, the best selling vehicle in the world for the last 25 years.

**Now:** Today, Ford is the world's largest producer of trucks and the second largest producer of cars and trucks combined. Ford sells more than 80 different vehicles worldwide, marketed under the Ford, Lincoln, Mercury, Jaguar, Aston Martin, Volvo Car, Land Rover and Mazda brands. The company has manufacturing facilities in 27 countries on six continents. During 2001, Ford sold 7,424 million vehicles worldwide, with total revenues of \$170,064 million. To honor the company's upcoming 100th anniversary, a number of fine collectibles are available for purchase.

All totaled, more than 100 different products will be available, including: 100th anniversary branded wearables—hats, T-shirts and jackets; travel mugs; pens; stationery; paperweights; clocks; watches; calendars; key rings; and die-casts models.

The new merchandise can be purchased online through the company's 100th anniversary Web site, accessed via [www.ford.com](http://www.ford.com), as well as [www.fordcollection.com](http://www.fordcollection.com).