

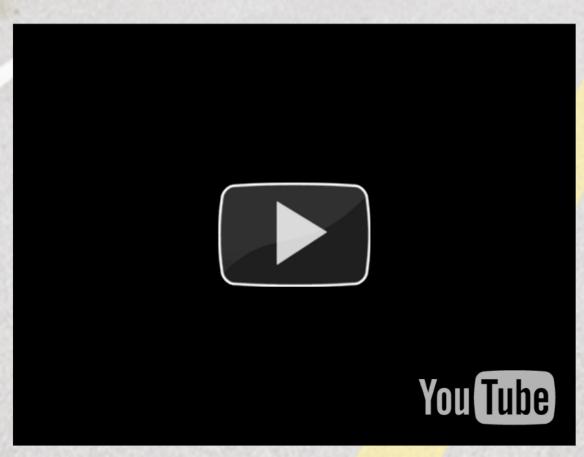
FORD MOTOR COMPANY Harvard Case Solution & Analysis

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Ford F-150 "Wake up Call"



The Ford Motor Company

- Created by Henry Ford on June 16, 1903
- First vehicle created 1896
- Based in Dearborn, Michigan
- Incorporated, with 12 investors owning a total of 1000 shares.
- American Automaker
- 5th largest automaker worldwide, based on vehicle sales

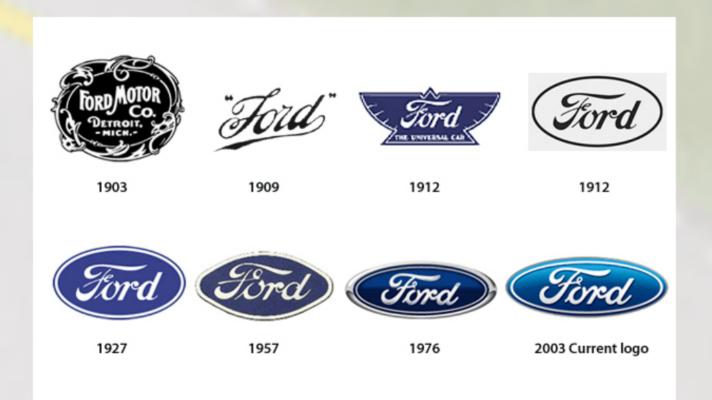
1903: the Ford Motor Company was incorporated.

1908: the Model T was introduced

1913: Ford produced its first ever truck, the model TT







1932: Ford introduced the V8 engine

1956: Ford became a publicly traded company

1959: Ford Credit was founded

1970: Ford introduced the three-point, self-adjusting and

retracting seatbelt

Overview of Ford

- Objective: reduce environmental impact
- Strategy: Differentiation

(Ford is "greener" and more technically better than its competitors)

Market development

Fastest and strongest manufacturing expension

Joint venture

Partner up with Nanchang Mazda automobile cooperation global strategy

Launch product globally