





FORD MOTOR COMPANY
Harvard Case Solution & Analysis

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Questions?

Historical Milestones
1899 - Ford Model A
1908 - Ford Model T
1913 - Ford Model T with moving assembly line
1925 - Ford Model A with V8 engine
1927 - Ford Model T with V8 engine
1928 - Ford Model A with V8 engine
1932 - Ford Model A with V8 engine
1933 - Ford Model A with V8 engine
1934 - Ford Model A with V8 engine
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2014 - Ford Model A with V8 engine
2015 - Ford Model A with V8 engine
2016 - Ford Model A with V8 engine
2017 - Ford Model A with V8 engine
2018 - Ford Model A with V8 engine
2019 - Ford Model A with V8 engine
2020 - Ford Model A with V8 engine
2021 - Ford Model A with V8 engine
2022 - Ford Model A with V8 engine
2023 - Ford Model A with V8 engine
2024 - Ford Model A with V8 engine

The Ford Motor Company
• Created by Henry Ford on June 16, 1903
• First vehicle created: 1908
• Based in Dearborn, Michigan
• Incorporated, with 12 investors owning a total of 1000 shares
• American Automobile
• Six largest subsidiaries worldwide, based on vehicle sales

Ford F-150 "Wake up Call"



YouTube

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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





1903



1909



1912



1912



1927



1957



1976



2003 Current logo

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 expansion

Joint venture

Partner up with Nanchang Mazda automobile cooperation

global strategy

Launch product globally