

Project theme:

Evolution of the FORD automobile concern





In Russian
FORD

Brand category
American cars

Year of foundation:
1903

Founders:
Henry Ford

Number of models:
32

Belongs:
Ford Motor Company

Ford (in Russian - Ford, completely Ford Motor Company) is an American automobile company, a manufacturer of cars under the Ford brand. The world's fourth largest car manufacturer in terms of production volume for the entire period of its existence; it is currently third in the US market after GM and Toyota, and second in Europe after Volkswagen. Ranked ninth in the list of the largest public companies in the US Fortune 500 as of 2015 [2] and 27th in the list of the world's largest corporations Global 500 2015 [3]. The company is headquartered in Dearborn in the Detroit suburb of Michigan. About a fifth of the revenue from sales of products and services provided is made up by the federal client sector for servicing military orders (excluding foreign customers of American weapons and military equipment) [4].

What is FORD?



OLD MODELS



Ford Model A.



Ford Model A 1928 года с кузовом "бизнес-купе"



Ford Model A 1928 года с кузовом "пикап"



Ford Model A 1931 года с кузовом "седан де-люкс"

1932 Ford meets with a new car with the old name: in 1904 there was already a model called Ford Model B. But this car was significantly different from the earlier version.



Ford Model B 1932 года с кузовом "бизнес-купе"

In the same 1932, the elegant Ford Model Y appeared, intended for European countries:

NEW MODELS

FORD BRONCO (ФОРД БРОНКО)

(1st generation, 2021 - today)



The new Ford Bronco, slated to launch in 2020, is the revival of the iconic American SUV.

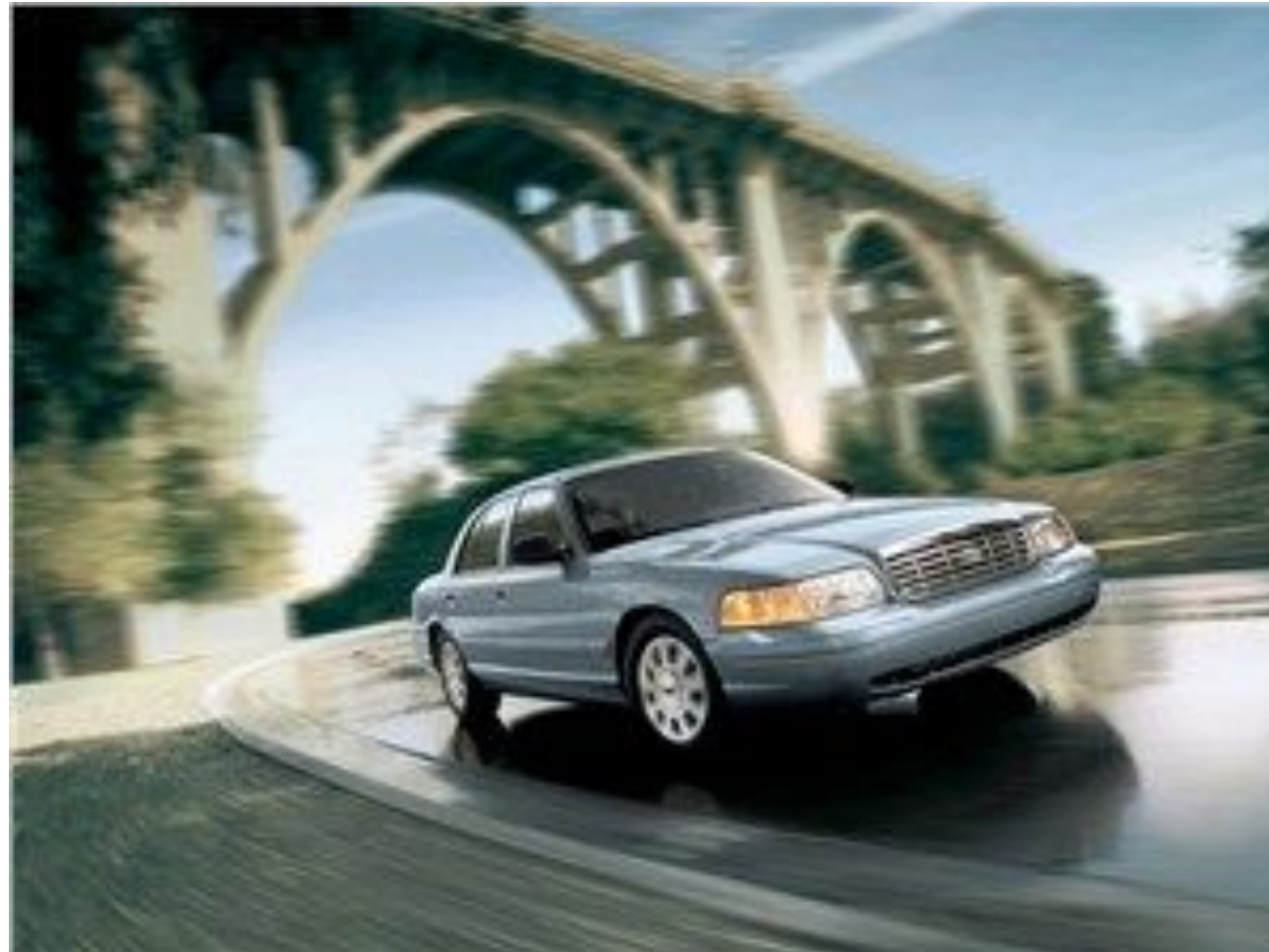
FORD C-MAX (ФОРД С МАКС)

1st generation, 2009 - 2011



FORD CROWN VICTORIA (ФОРД КРАУН ВИКТОРИЯ)

1ST GENERATION, 1998 - 2011



FORD ECOSPORT (ФОРД ЭКОСПОРТ)

3 GENERATIONS, 2012 - TODAY



FORD EDGE (ФОРД ЭДЖ)

3 GENERATIONS, 2014 - TODAY





**THANK
YOU**

**FOR YOUR
ATTENTION**