

# Great Day! Scheduled Tour Summary

## THE VEHICLE ASSEMBLY LINE, FROM THE “MODEL T” TO TODAY’S MODERN PICKUP TRUCK

**WEDNESDAY JUNE 25, 2025**

**Departures, as applic: Beachwood/Orange, Independence, Middleburg Hts, No.Olmsted, Elyria.**

Henry Ford did not invent the automobile, but there are probably not too many people who would disagree with the premise that his introduction of the Assembly Line led to improving the production process as well as reducing the price of previous vehicles that were most expensive. That same automation was also carried over into other industries who benefitted from those same, or similar, practices.

To be clear, the Assembly Line was, most likely, initially the brainchild of Ransom E. Olds, the creator of the Oldsmobile and, later, REO Trucks. On December 1, 1913, Henry Ford and his staff began the use of the first moving assembly line for the mass production of an entire automobile. His innovation reduced the time it took to put a car together from over 12 hours to just a little over 90 minutes.

The Piquette Avenue Plant is considered the “*birthplace of the Model T*” car and has been recognized as one of the most significant automotive heritage sites in the world. Built in 1904, this three-story facility was a Victorian-style brick building, modeled after New England textile mills, with their wooden post & beam frame. A number of different cars were assembled here until the Highland Park Plant opened in 1910. The original location continued assembling Studebakers, after Ford moved out, until 1933.



While the specific vehicles vary in the displays, they typically include early electric cars, Model T's or other early models.

There will be a luncheon, most probably at a car-themed restaurant, and then our tour continues at the Ford Rouge Plant, now home to the F150 pickup truck, one of the most popular vehicles of its kind in the country. We will be viewing the state-of-the-art assembly line close up since the tour takes us on the observation deck right above where the vehicles are traveling, just as originally imagined by Mr. Ford. This part certainly will be showing you just how many improvements have been made to this original concept, leading to current production of new Ford pickup trucks coming off the assembly line about one-per-minute.



**\$172 per person**

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All tour details are anticipated at the time that the Scheduled Tour Brochure was prepared, and specific stops and/or other inclusions are subject to change or elimination without notice. This tour typically departs between 6:30 AM and 7:45 AM with the exact time shown on the itinerary you will receive approximately two weeks prior to the tour departure. Tour typically returns about 7 PM to 8 PM, although this may vary.