



1904 Ford Model B Tonneau



Manufacturing Information

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| Manufactured By | Ford Motor Company |
| Assembled At | Mack Avenue Plant and Ford Piquette Avenue Plant |
| Model Production | 150 (this model only in 1904) |
| Annual Production | 800 (all vehicles this manufacturer in 1904) |
| Body | Tonneau |
| Horsepower | 24 |
| Weight | 1,700 pounds/771 kilograms |
| 1904 Cost | \$2,000 (USD) |

Innovations

- Very upscale vehicle, contrary to Henry Ford's direction for automobiles
- Ford's first car to boast a 4-cylinder, vertical, front-engine layout
- Aluminum crank case
- Uses a combination of transmission bands and some sliding gears (most other Fords just used bands)

A Luxury Car From Ford?

In 1904, Ford Motor Company shareholders wanted greater profits, and Henry was forced to build the company's first luxury car. The Model B represented a dramatic shift in direction for Ford, a direction the company's founder was opposed to. The vehicle's four-passenger body was accented with polished wood and brass trim, but all this luxury came at the steep price of \$2,000. A shaft-drive and rear hub brakes set the Model B mechanically apart from other Fords. Model B's were produced from 1904 – 1906. Only several Model B's are known to exist today.

The Larry D. Porter Artifacts Trust

This car is one of the many "Letter Cars" that have been loaned to the Piquette Plant by the Larry D. Porter Artifacts Trust. The collection includes one of every car that Ford Motor Company built at the Mack Avenue (1903) and Ford Piquette Avenue (1904-1910) assembly plants. The Piquette Plant is extremely grateful to the Larry D. Porter Artifacts Trust for allowing us to exhibit this collection.



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