

BY BETH RUBIN



Ford Motor Company Celebrates The Big 100

ONE HUNDRED YEARS AFTER A CHICAGO PHYSICIAN TOOK DELIVERY OF THE FLEDGLING COMPANY'S FIRST MODEL A, THE FORD MOTOR COMPANY IS CELEBRATING A CENTURY OF GLOBAL SUCCESS.

Founded by Henry Ford in 1903, the Ford Motor Company was one of only 15 automobile manufacturers in Michigan and one of 88 in the entire United States. What distinguished Ford from the others was Henry Ford's vision of manufacturing an affordable vehicle for the masses. Not everyone believed in Ford's vision, but with such innovations as the first industrial assembly

line, Ford proved it could be done, and done profitably.

Almost from the beginning, Ford established itself as a global presence. Less than a year after the company was founded, two Ford Model As went on display at a car show in London. Ford soon had sales networks in Britain, France and Russia. By 1911, demand for Ford automobiles in Europe was so high that the company opened its first plant outside North

America in Manchester, England.

By the 1920s, Ford was operating assembly plants throughout Europe. At first, the plants simply produced copies of the same models designed for the U.S. market. By the 1940s, however, the unique needs of the European market resulted in separate product lines for Germany, France and Britain.

Over the years, Ford has evolved into a truly global brand, expanding its product

line with the acquisition of Mazda, Jaguar, Volvo, Aston Martin and Land Rover to form the Ford family of automobiles, which also includes Lincoln and Mercury.

Over the years, Ford has utilized the Port of Baltimore for both imports and exports. According to Mel Bafford, MPA General Manager, Automobiles and Project Cargo, when Ford purchased Volvo in 1999, it began "marrying its family of companies." The increased cargo volume afforded them "better rates and service."

The relationship was solidified in 2001 when Volvo consolidated its Northeast port operations in Baltimore using AM-PORTS Dundalk Marine Terminal facility for its exports to Europe and Volvo imports. A year later, Tom Howe, the

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MPA's Midwest General Sales Manager in Detroit, worked on a study with Ford demonstrating that by moving its export operations from Wilmington, Delaware to Baltimore, Ford could save a considerable amount of money in operational costs on its Middle Eastern exports. As a result, Ford began using the Port's brand new Masonville Automobile Terminal. ATC Logistics handles the prep and processing of Ford products at Masonville.

Denny Carpenter, Logistics Manager for Ford's Worldwide Direct Market Operations, says, "Ford has found that exporting vehicles through the Port of Baltimore allows the company to maximize efficiencies and cost savings, enabling us to provide better value to customers and ship vehicles to our dealers worldwide in a timely manner."

Howe says, "Autos have been the Port's mainstay, part of our horizon, since the 1950s and '60s. We've been doing business with Ford forever and a day."

The theme for Ford's five-day centennial celebration in Dearborn, not surprisingly, is "The road is ours." The Port of Baltimore congratulates Ford on reaching this milestone and looks forward to sharing their road over the next 100 years. ⚓



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