

FordNews

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Warley Vehicle Enthusiasts Day



Classic line-up at Warley

Petrolheads at Warley have followed Dunton's lead and held the site's first bring your classic car to work day.

Almost 30 historic cars were lined up outside Ford HQ for vehicle enthusiasts' day, with a 1915 Ford Model T as centrepiece.

Classic car owners drove their cherished models to work and spent the lunch hour talking motors with colleagues admiring the display.

Among the exhibits were two Lotus Cortinas (Marks I and II from 1965 and 1970), a 1985 Ford Capri 2.8i and a 1987 Ford Fiesta with only 20,000 miles on the clock.

Other makes were also welcome and a TVR Chimaera 450, a Caterham 7 and an AC Cobra all had their roofs down in the sun.

Ford of Britain Managing Director Paul Thomas,

(pictured right with model T owner Ron Staughton) thanked the classic car owners for their participation by presenting each with a book detailing all Fords sold in Britain.

"We already have bring your son and daughter to work days here at Ford and, to many of our employees, these cars are like members of the family," he said.

"The great support received for today's Vehicle Enthusiasts' Day demonstrates the passion and enthusiasm employees have for cars and the industry Ford is in."



◀ Veronica Wills, centre, shows off her Triumph TR6



70th anniversary of Britain's cheapest car

Exactly seventy years ago this month, Ford unveiled the first and only £100 car – the Model Y. Sam Roberts of the Ford Y&C Model Register looks back...



When the Great Depression hit in 1929, Ford found itself in deep trouble. It was selling very few cars and it was on the brink of bankruptcy in Europe.

Seventy years ago this month, at the Ford Motor Exhibition in The Royal Albert Hall, the answer was unveiled – the £100 Ford Model Y, the cheapest mass-produced saloon car ever to reach the British market.

The low price was achieved by spreading the manufacturing costs over a wider number of vehicles and by cost cutting measures in the design. It was also only available in two colours – black or vineyard green.

'The Light Car' magazine was impressed: "While the interior finish and appointments of the car are wholly unpretentious, on the scores of roominess and comfort it leaves nothing to be desired."

Before we get too nostalgic for the good old days, however, it should be remembered that £100 represented 49 per cent of the average annual income in 1935. In 1996, a bottom of the range Ford Fiesta 1.25i LX cost £9,165.00, half the the average buyer's salary.