



1915 Ford Model T Touring



Manufacturing Information

Manufactured By	Ford Motor Company
Assembled At	Ford Highland Park Plant in Highland Park, Michigan (or a branch assembly plant)
Model Production	244,181 (this model only in 1915)
Annual Production	308,162 (all vehicles this manufacturer in 1915)
Body	Model T Touring
Horsepower	20
Weight	1,510 pounds/685 kilograms
1915 Cost	\$490 (USD)
Price Change	Price decrease \$60 from 1914

Innovations

New metal cowl section that tapers down to hood
Aluminum hood with louvers for venting
Headlamps now electric
Brass headlight rims replaced with black in June
Bulb horn now replaced with magneto horn

Huge Price Drop in 1915

Production reached 308,000 vehicles by 1915 (up from 12,000 in 1909!) after only one year of the continuously moving assembly line. The price dropped \$60 in 1915 to \$490! The big news for the year was the advent of electric headlamps. The new electric lamps were magneto-powered. The magneto is bolted directly to the flywheel and turned at engine speeds. This meant the faster you went, the brighter the headlamps. At idle, they were barely visible; but, if you went too fast, the bulbs blew out! That was true until 1919. Most other manufacturers used battery ignition and lighting, which provided a constant level of illumination.

Barry and Andra Cogan

On loan from Barry and Andra Cogan of Grosse Pointe Park, Michigan. Mr. and Mrs. Cogan have several cars on loan to Piquette. They are very active members of the Piquette T's – a Model T club hosted at this museum.



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