



# 1907 Ford Model S Runabout



## Manufacturing Information

Manufactured By	Ford Motor Company
Assembled At	Piquette Avenue Plant, Detroit, Michigan
Model Production	Unknown
Annual Production	2,350 (all vehicles this manufacturer in 1907)
Body	Runabout
Horsepower	15
Weight	1,100 pounds/499 kilograms
1907 Cost	\$700 (USD)

## An Early Ford Success

Some original Ford Motor Company stockholders insisted on marketing large, expensive cars with higher profit margins. This resulted in Ford producing the \$2,800, 6-cylinder Model K. Finally in 1906, Mr. Ford got his way, with the introduction of the light, 4-cylinder Model N at a cost of \$600. It was a 15-horsepower car capable of 45 mph and was an instant success. A slightly upscale version, called Model R - featuring a larger body, larger wheels, and more substantial fenders, debuted in 1907 at \$750. The Model S Runabout followed, using the Model N's smaller wheels and body and the R's running boards and fenders. Offered at \$700, it, too, was a sales success.

## Innovations

Affordable to average, middle-class American worker  
Vehicle proved Ford's vision for light weight, 4-cylinder cars  
An evolution of the Models N and R

## John Forster

On loan from John Forster, Royal Oak, Michigan. John has many cars on loan to Piquette. He is also a very active member of the Piquette T's – a Model T club hosted at this museum.



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