



1907 Ford Model R Runabout



Manufacturing Information

Manufactured By	Ford Motor Company
Assembled At	Ford Piquette Avenue Plant
Model Production	Unknown (this model only in 1907)
Annual Production	14,887 (all vehicles this manufacturer in 1907)
Body	Runabout
Horsepower	15
Weight	1,050 pounds/480 kilograms
1907 Cost	\$750 (USD)

Innovations

Also called the Model N “Edition de Luxe”

Running boards instead of carriage steps

Included some engine improvements

Refined Version of the Model N

Customers responded positively to Ford’s new advertising slogan, “Watch the Fords Go By,” and Ford’s market share climbed to 35% in 1907. The Model R was a refined version of the Model N. With full front fenders and attached running boards, it was available in two colors – Brewster Green and Carmine Red. This year also featured the first use of a “spare wheel” under the rear cover for on-the-road tire changes. Sales of the Model R far outpaced sales forecasts, and Ford’s parts suppliers were hard pressed to keep up with production demands. The side lever controls the two-speed planetary transmission.

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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Adopted by
Mike and Sandy Skinner