



1908 Ford Model S Runabout



Manufacturing Information

Manufactured By	Ford Motor Company
Assembled At	Ford Piquette Avenue Plant
Model Production	Unknown (this model only in 1908)
Annual Production	10,202 (all vehicles this manufacturer in 1908)
Body	Runabout
Horsepower	15
Weight	1,100 pounds/ 500 kilograms
1908 Cost	\$700 (USD)

Innovations

Slightly revamped Model N with running boards
Ford also introduced a new mechanical oiler on the engine
Same light weight and durability as the Model N

Very Reliable and Low-Cost

Two Model S styles were produced, a runabout and a roadster. The S runabout first appeared in the late 1907 model year, and was similar to the Model R. The Model S was selling for \$50 less than the R, at \$700. Both models were sold for a short time before the R was discontinued for model/fiscal year 1908. The Model S was made from February 1907 to September 1908. A total of about 2,350 Model S vehicles were made during this period.

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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