

February 10, 2015

The Automobile

- Mercedes (Mercedes Benz)
- Louis Chevrolet
 - o Largest car sales
 - o Builds one car that Durant rejects and being impractical
 - o Builds a family car instead of the one person and it becomes one of the most popular cars
- Dodge Brothers
 - o Made car bodies for Henry Ford until 1914
 - o Then they make the Dodge
 - Reliable and built to last car
 - o Do some of the first film commercials
 - o Run cars into a ram to show how tough the car was
 - Now the line is just called RAM
- Henry Ford
 - o Doesn't invent automobile
 - o Comes along 30 years late to automobile industry
 - o Creates the assembly line to move along
 - People have a single designated task
 - o Builds an affordable car for the everyday person
 - Not fancy, efficient
 - Plow attachment, stump removal attachment, stove attachment,

- Sells huge numbers and soon Ford has ½ of the automobile industry
- o Henry Ford's best friend was Adolf Hitler
 - He's stubborn and believes he has the perfect car with the model T
 - Had fights with anyone he ever partnered with
- o Ford almost destroys his company
- o Ford first to develop trucks (Farmer oriented man)
- Grabowsky Brothers
 - o Bought out by General Motors
 - o Grabowsky Motor Corporation (GMC)
- Oldsmobile (First Mass produced car) (Ransom E Olds)
 - o 1895 begins mass producing first American car
 - Becomes corner stone for General Motors
 - o Loves to name things after himself
 - o Sells out to General Motors upwards of 20% of General Motors stock
 - o Decides to get back into business and creates the REO which doesn't make it
 - o Moves to Oldsmare in Tampa area
- Buick
 - o Gets nothing from selling to General Motors
 - o Only had 17 cars
- William Durant (Founder of General Motors)
 - o Goes to automakers to buy their company
 - Doesn't have cash but gives them blocks of stock
 - o Begins buying dozens of auto companies

- o Tries to establish a monopoly
 - 1908 there's a recession and he loses control of General Motors
- o Decides to partner with French race car driver Louis Chevrolet
 - The first car was unsuccessful but the family car was great
 - Sold to General Motors but later relinquished stock in recession
- Studebaker
 - o One of the oldest families in America 1840s they made condestoga wagons
 - Wagons that the wagon trains used going west
 - o Couldn't get into the big 3 monopoly so they closed in 1963
 - o Left with a factory
 - Sold for a fortune to make military Hummers
 - o Money from 1840s
 - Didn't blow money trying to compete they shut down as a business decision
 - o Exclusive rights to sell the Mercedes Benz car in the United States
- Walter Chrysler
 - o Picks up car companies that he likes
- Fisher brothers
 - o Make the first car bodies for General Motors

The Automobile

- Allowed people to extend their living range beyond a few blocks
- First cars come out of Europe
 - o Radio, television, cars, and all movie filming comes out of Europe