

Individual essay contest

**“Unity in Diversity: Russia and the English-Speaking World.  
Time for Equal Opportunities”**

**“Ford Motor Company in the history of the USSR and modern  
Russia”**

**«КОМПАНИЯ FORD В ИСТОРИИ СССР И СОВРЕМЕННОЙ РОССИИ»**

SAMARA SCHOOL 162

**Выполнил: Ерополова Екатерина Андреевна**

Ученик 11 класса

**Руководитель: Буканова Оксана Дмитриевна**

Written by: Eropolova Ekaterina Andreevna

Grade 11 student

Supervisor: Bukanova Oxana Dmitrievna



Theses:

1. A brief history of Ford Motor Company in USSR.
2. Ford passenger cars in Russia: from origins to present.
3. Ford farm tractors in the agricultural industry.

Let us begin our essay by mentioning the words that once been said by Henry Ford “There is one rule for the industrialist and that is: make the best quality goods possible at the lowest cost possible, paying the highest wages possible”. [2] When Henry Ford started working these words became his main motto. He created Henry Ford Company in 1901 after the collapse of Detroit Automobile Company. He produced cars, which were available for ordinary people. Automobiles were supposed to be reasonable priced that employees could afford one. Without any doubt, Henry Ford could not assume that his automobile production would gain such population among people. The Ford’s Company has made a lingering journey from being a fameless corporation to one of the principal leaders in the vehicular manufacturing, particularly in Russia. What is the secret of its popularity? Why are his automobiles in great request in Russia for more than 100 years? We have made an attempt to get the picture and understand the phenomenon of this company.

### **A brief history of Ford Motor Company in USSR.**

The incipience of the automobile Company Ford took in 1907 when working-class people could not dream about their own vehicle. Only representatives of upper class of society were able to afford such cars. Men and women cannot permit to purchase this means of transport not just because of its solid worth but also because of their exceedingly restricted quantity. Only 103 cars were brought in USSR, while in 1912 were 3500 (see attachment 1), that is to say the percentage of people who possessed automobiles in Soviet Union was very petite. This is indicated by the data that we were able to find, in accordance with clause, only one family out of thirteen thousand could allow acquiring a motor car by 1914. However, after four years of opening the Ford Motor Company an official dealer center was opened in the Russian Empire. It seems to us that it probably played a decisive role in the further elaboration of Ford in USSR and Russia. Henry Ford subscribed the contract with USSR, which stated that the Soviet Union have to buy Ford products and license for production of

cars on 30 million dollars while the American manufacturer will provide technological support in the construction of the factory until 1938. The Soviet Union finished the construction of Gorki Automobile Factory in Nizhny Novgorod in 1932. For the first time in Russia, a conveyor was launched thereby the amount of motor cars commenced to increase dartingly in Russia. The growth rates of automobile industry went up in geometric progression. Even though Russia had already had its own automobile production, its scope cannot be compared to the amount of production after Ford Company entered the market. (see attachment 3) Based on the table data, which we searched out, we can deduce that the maximum of production cars was around 130 pieces in year, but with the emergence of Ford's company the manufacturing increased up to 27,000 pieces in year. Henry Ford strived to provide more and more people with cars. A lot of engineers and workers moved in USSR for working on this plant. The society was presented the GAZ-A model and the motor lorry GAZ-AA during the studying employees by the engineers from the USA. These models were framed based on Ford-A and Ford-AA since these two types had the best characteristics. (see attachment 4) So the history of vehicles produced by Ford Motor Company began in the USSR and then in Russia.

### **Ford passenger cars in Russia: from origins to present.**

As has already been mentioned in our essay that Henry Ford craved to create accessible cars for daily use. What he dreamt about is easily seen in these words: "I will build a car for the great multitude. It will be large enough for the family, but small enough for the individual to run and care for. It will be constructed of the best materials, by the best men to be hired, after the simplest designs that modern engineering can devise. But it will be so low in price that no man making a good salary will be unable to own one..." [2] We decided to reveal whether he was successful in his desire.

The first day of January 1932 in Russia the first car GAZ-A came off the conveyor. It was a prototype of American models Ford-A, but the soviet car differed in appearance and interior. It had further elaborated a pivot steer and an enclosed body, a clutch case was strengthened and an air-filter was supplied additionally. The model GAZ-A was in high demand during its production period from 1932 to 1936. There was produced around 42 thousand copies of GAZ-A. It was the first soviet mass-assembled automobile. We requested information about prices on these automobiles and drew up a schedule where we compared Ford models' prices with other automobiles. (see attachment 5) Indeed, the prices on Ford's automobiles were low-cost compared to others. We feel very strongly that Henry Ford turned out well to make this means of transport available for the majority.

The GAZ-A model was superseded by the GAZ-M1, the backbone of this new model was Ford-B. Year by year, the cars surrogated each other. Henry Ford's machines outlasted the Great Patriotic War and the Cold War. After these global occasions, we could not find any information about Ford's cars in USSR, but people have been able to import foreign motor cars into the country since 1988. Once again, Ford cars retraced one's steps to the automotive market, but the official reappearance of the brand was only in 1996 while the first dealership and sales representative office were unveiled in Moscow. The new automobile factory of Ford's cars was instituted in Vsevolozhsk in 2002.

Undoubtedly, the company was able to conquer the hearts of Russian car enthusiasts with a single model – Ford Focus. The reason for such a popularity is truly remarkable because a year after opening of the Ford factory, it became the second successful company in the Russian market. The Ford Focus model came to be the most purchased model in Russia. We could not find any research mentioning that, therefore we decided to enquire possible buyers of these cars, middle-aged men and women, and modern teenagers to find out what the main reason for purchase a motor car could be. Out of 63 respondents, 38 of them

were mainly concerned with quality, 33 with price, while only 5 of them were concerned about the appearance of the car. (see attachment 2) Indeed, the price and quality of Ford focus were key factors why it was No.1 selling foreign sedan. Moreover, the company had a 6-month waiting list. Not only was the price that appeared to be not as high as for Chevrolet, Hyundai and Kia Rio, but also prime quality of the model itself attracted so many customers all around the country. (see attachment 6) The 2008 crisis did not affect the demand for Ford cars, but in 2014, when the economic situation in the world was unfavorable, car sales drastically decreased. Nevertheless, Ford Motor Company represented model Ford Focus 3, which costs 18,000\$. Needless to say, that the sharp devaluation of the Russian ruble in 2014 made this price sky-high for almost everyone. In the following years, the car giant continues to produce and merchandise automobiles, but in 2019 Ford announces that passenger vehicle production would cease by the end of June. As a result, the automobile company has lost a market where it had long been one of the premier leaders.

### **Ford farm tractors in the agricultural industry.**

Henry Ford made a fortune not only selling passenger cars, but also producing tractors. In 1907, in addition to automobiles, Ford Motor Company specialists designed the first tractor. But still it was not put into production. In our opinion, the reason for this lay in that the quality was not good enough or the price was unreasonably high. In 1915, Henry Ford once again thought about the release of his tractors, as the demand for agricultural machinery was much higher than the supply. However, the shareholders of his company were in opposition. The agricultural vehicles were needed not only in America, but also in Russia. Henry Ford turned his attention to Great Britain and Russia. At that time, Russia did not have its own tractors, so the sales dimension was very perspective. The revolution of 1917 was approximating, which cause concerned the shareholders of the Ford's company, so they did not give their permission to produce tractors in Russia. Meanwhile, Henry Ford and his son created an

independent company, Henry Ford & Son, to produce tractors. Later, this company was briefly called Fordson. We could not find all the information and quantities of production and supply of Fordson's tractors in the USSR, but some data was still available. The Soviet Union in 1923 bought the first Fordson-F tractors on credit, as it was presupposed that they would go to the fields of peasants, but this agricultural equipment was delivered to the "Krasny Putilovets" plant in Leningrad to study the structure in order to produce their own tractors in the future. So, the Soviet Union did not want to buy a license for the production of Ford tractors. The Fordson-F tractor, as it turned out, was good only for its price (about 2700 rubles). These tractors used to destroy very fast and they did not meet Russian needs. The agricultural techniques were conglomerated from American components, as the production of native details was still being established. Every year edition "Fordson-Putilovets" increasing, but not fast enough. (see attachment 7) The native details for tractors are becoming more and more, so the supply of components from the United States by 1928 almost ended. In the same year, a complete reconstruction of production began. However, the production of "Fordson-Putilovets" was completed in 1932, as Stalingrad tractor factory had already produced more powerful tractors, which met all the requirements of Soviet fields. So that is how the great era of tractors production came to the end.

In conclusion, we would like to say that Ford Motor Company played and still plays a very important role in machine industry of Russian epoch. Henry Ford set relatively low prices for its cars (up to \$1,000). As we have already mentioned, Henry Ford became one of the most successful people in the world because he created vehicles for ordinary people. Moreover, thanks to Ford's help in manufacturing cars, the Soviet Union was able to produce automobiles to the front during the World War II and defeat Germany. Despite the fact that Ford has stopped producing most of its products in Russia, it has left a huge imprint here.

## Bibliography:

1. Dolmatovsky Yu. A. *Avtomobil' za 100 let* [The car for 100 years]. - M.: Knowledge, 1986 .-- 240 p. (in Russ.).
2. Ford H. *Moya zhizn'. Moi dostizheniya* [My life and work]. – M.: AST, 2018. – 352 p. (in Russ).
3. Kochnev E. D. *Legendarnyye avtomobili 1870-1918 gg. Ot motornoy povozki Z.Markusa do Rolls-Roysa* [Legendary cars 1870-1918 From Z. Markus's motor carriage to Rolls-Royce]. HP "Silver Ghost" / Evgeny Kochnev. - M.: Yauza: Eksmo, 2012 .-- 416 p. - (Motor War) (in Russ.).
4. <https://carakoom.com/blog/kak-amerikanskij-traktor-fordson-stal-otechestvennym-fordzonputilovec>
5. <https://cenamashin.ru/cena/ford/focus>
6. <https://infotables.ru/avtomobili/26-avtomobili-sssr/140-avtomobili-sssr-proizvodstvo-avtomobilej-v-sssr>
7. <https://ru.rbth.com/zhizn/326-ford-cars-investment-russia>
8. <https://statehistory.ru/4142/Kompaniya-Forda-v-Sovetskom-Soyuze-v-1920-e---1930-e-gg/>
9. <https://www.autonews.ru/news/5c9b3e229a79471fe26b58fb>
10. <https://www.autostat.ru/infographics/46910/>
11. [https://www.gazeta.ru/science/2019/05/31\\_a\\_12385855.shtml](https://www.gazeta.ru/science/2019/05/31_a_12385855.shtml)
12. <https://www.goodreads.com/work/quotes/1109136-my-life-and-work?page=3>
13. <https://www.history.com/this-day-in-history/ford-signs-agreement-with-soviet-union>
14. <https://www.nytimes.com/2007/07/17/business/worldbusiness/17ford.htm>
15. <https://www.zr.ru/content/articles/908958-kolesa-rossijskoj-imperii/>



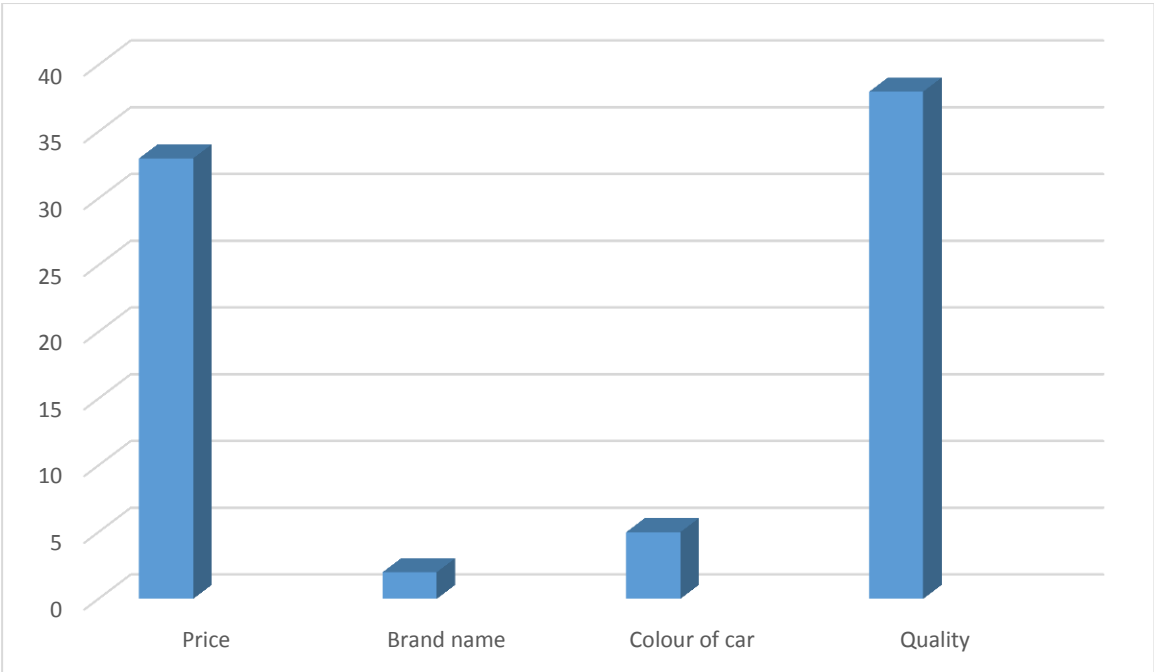
Attachments:

Attachment 1:



Attachment 2:

We asked 63 people about the main feature they pay attention to when choosing a car. Here are their answers:



Attachment 3:

<b>Year</b>	<b>Production of automobiles (quantity)</b>
1927	3
1928	50
1929	156
1930	160
1931	-
1932	34
1933	10 259
1934	17 110
1935	18 968
1936	3 679
1937	18 250
1938	26 986
1939	19 647
1940	5 511

Attachment 4:



Ford-A



GAZ-A

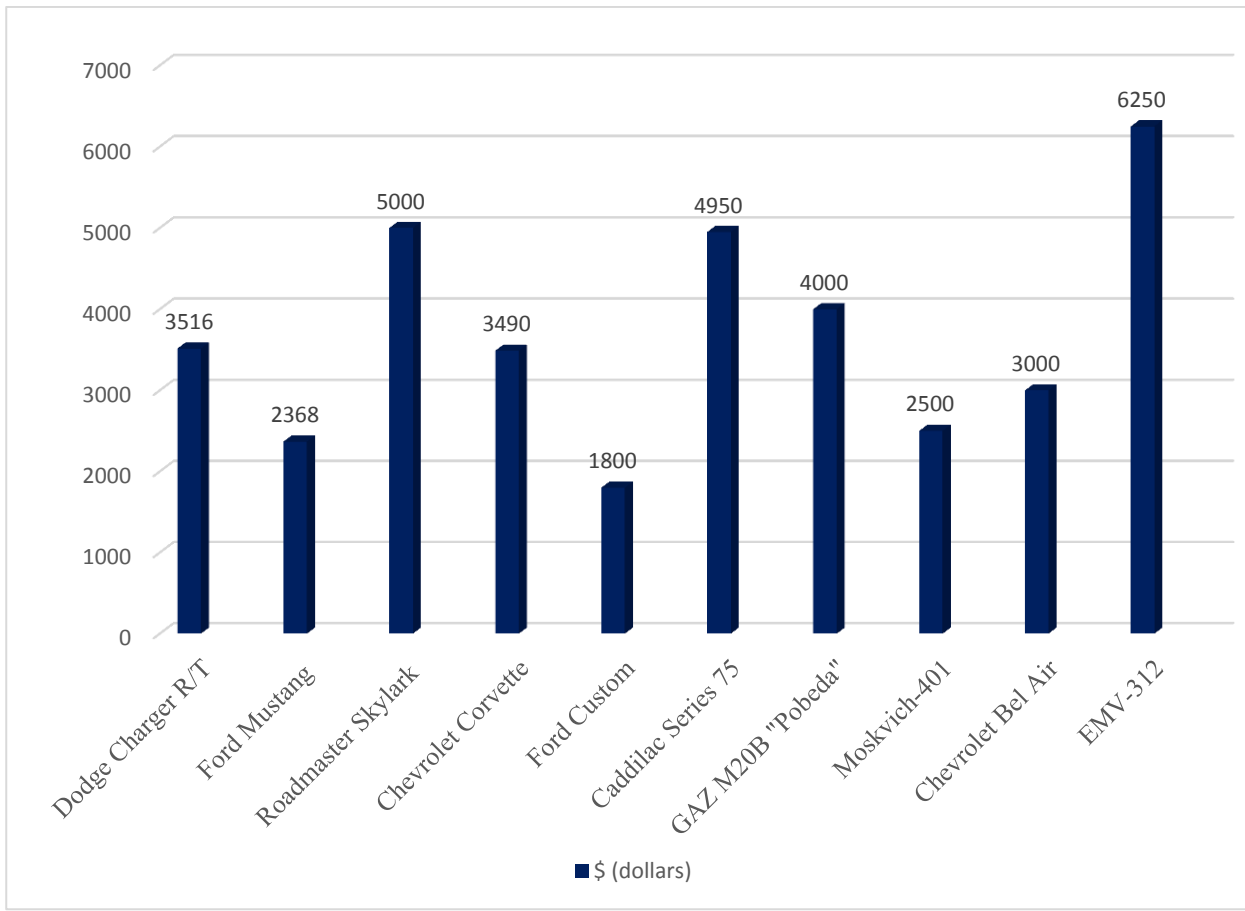


Ford-AA

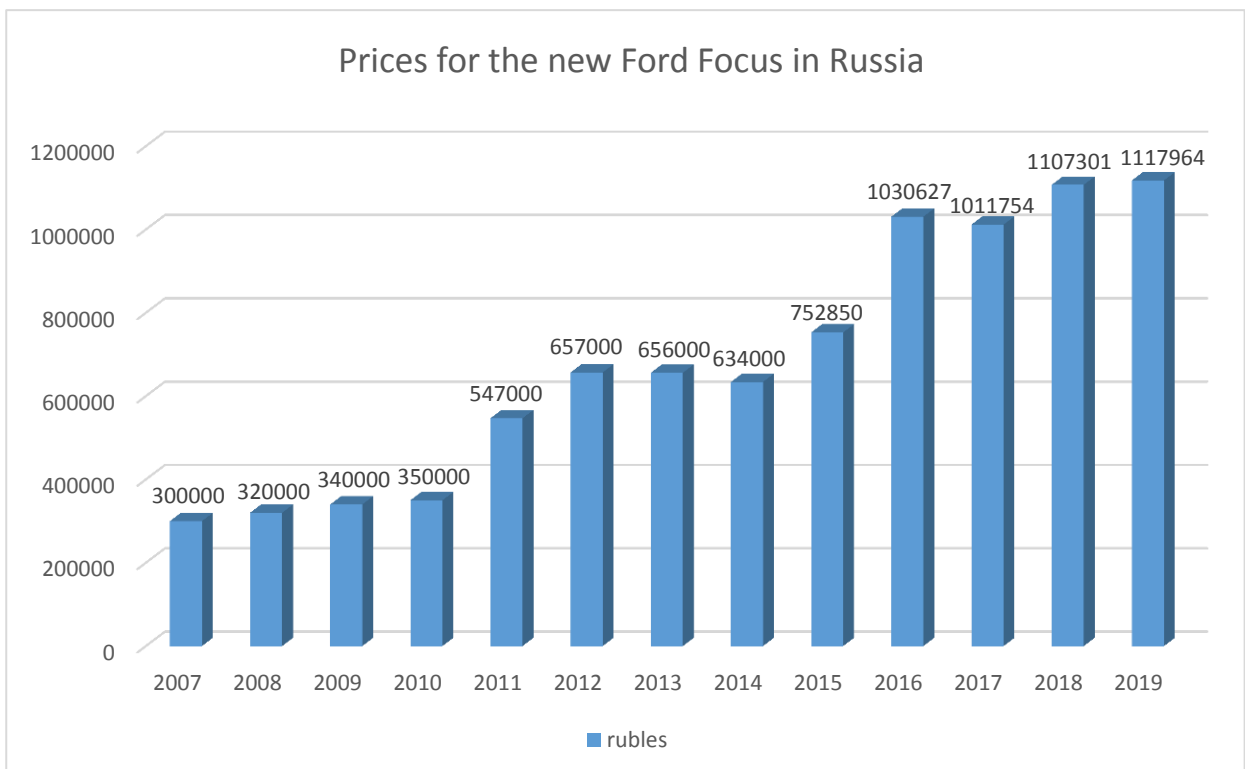


GAZ-AA

### Attachment 5:



### Attachment 6:



Attachment 7:

<b>Year</b>	<b>Purchased «Fordson»</b>	<b>Made «Fordson- Putilovetz»</b>
1923	-	74
1924	-	-
1925	12000	422
1926	20000	-
1927	-	1100
1928	-	2300
1929	-	3000
1930	-	8935
1931	-	12000