

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»

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Ford Motor Company in the history of the USSR and modern Russia

None a foreign industrial worker is not so famous in our country as Henry Ford. No car brand was as popular in the USSR as the one he created. The man and the brand Ford. In 1908, Henry Ford realized his dream by releasing the T model, a reliable and inexpensive car that became one of the most massive and popular cars of its time. It was the appearance of the T model that marked the advent of a new era in the development of personal transport. The first cars came to Russia the very next year after Henry Ford created his own company. Ford Motor Company began to sell wheeled tractors to us in the early 1920s. From 1924 to 1992, the Leningrad Krasny Putilovets plant manufactured almost 40 thousand Fordzon tractors according to the American model.

The mentality of the Russian motorist was already located at that time to Ford cars: somehow, and by 1929 they made up the majority in the USSR automobile park. When our country entered the war with fascist Germany, among the 401 thousand cars that the USSR received under the Lend-Lease from the Allies, there were many Ford cars. The late 40s and early 50s - the period of the "Middle Ages" in relations with the Ford Motor Company and in general with the US automotive industry. A breakthrough in this sense was the American national exhibition in Moscow in 1959.

Only in the 90s came a new stage in the development of business relations between Russia and American companies, among which our motorists invariably allocated Ford Motor Company. Her cars were shown at the International Automobile Exhibition MIMC-92 at VDNH in August 1992. There are now two dozen official dealers in Russia, and in the spring the official representative office of Ford Motor Company opened in the capital.

Ford Motor Company in the history of the USSR and modern Russia

Once it was he, being still a boy, working on his father's farm, slapped heavily from a horse. The case happened in the United States, in Michigan on the outskirts of Dearborn, in 1872. Having risen to the ground after the fall, Henry set a goal in his life, to create a mode of transport for people that would be safe, comfortable, unlike carts with horses or just riding on a saddle.



Henry Ford in childhood

None a foreign industrial worker is not so famous in our country as Henry Ford. More than two tens of books published in Moscow and Leningrad are devoted to him, his production and organizational methods. No car brand was as popular in the USSR as the one he created. Moreover, his cars began to be sold in Russia since 1907. The man and the brand Ford. In 1908, Henry Ford realized his dream by releasing the T model, a reliable and inexpensive car that became one of the most massive and popular cars of its time.

It was the appearance of the T model that marked the advent of a new era in the development of personal transport. At the dawn of the automotive industry, the general representative of Ford Motor Company for all of Russia was the St. Petersburg trading house M.S. Fride, who sold T-model cars under the slogan "Light. Fast. Durable "and in his advertising prospectuses called:" Buy Ford not because it is the cheapest, but because it is the best. " One could doubt these words - advertising publications always use a specific lexicon, but in the report of the commission for the organization of test car mileage, organized by the Russian Ministry of War in 1912, there are such words: "Ford cars are simple in design,

compact; corrupted parts are replaced without difficulty, made of fine material. They easily take all kinds of climbs, pass along all kinds of roads and are very economical in the consumption of gasoline and tires due to their ease. " As a result, the Russian army purchased thousands of "fords" of the "T" model, and they best proved themselves during the years of the First World War, and then the Civil War. One of these cars is currently on display at the Metropolitan Polytechnic Museum.

The first cars came to Russia the very next year after Henry Ford created his own company. For example, in Kiev, a car of the model "C" (the third model) of 1904 was operated!



Ford Model C (1904-1905)

They were sold in Odessa, and on the entire Black Sea coast. Ford Motor Company began to sell wheeled tractors to us in the early 1920s. From 1924 to 1992, the Leningrad Krasny Putilovets plant manufactured almost 40 thousand Fordzon tractors according to the American model. In the spring of 1929, the government of our country signed an agreement with Ford on technical assistance in the construction and launch of a giant automobile plant at that time in Nizhny Novgorod. He was supposed to produce a Ford-A passenger car and a Ford-AA cargo. The contract was concluded for nine years.

Our side, as a payment, was supposed to purchase within four years 72 thousand sets of parts totaling 72 million gold rubles. From these parts, KIM factories in Moscow and Gudok October in Nizhny Novgorod were supposed to

assemble Ford cars. The 1929 agreement turned out to be beneficial to both parties. We got 72 thousand new cars and a modern factory. Ford secured the sale of cars for 4 years, and the 1930s came at the very peak of the depression, when in the United States car production decreased by 31 percent.

When the USSR began assembling fords in 1930, the company's plants in the United States sometimes worked 2-3 days a week. But not only economic feasibility united us with Ford. The mentality of the Russian motorist was already located at that time to Ford cars: somehow, and by 1929 they made up the majority in the USSR automobile park. In addition, Henry Ford's book "My Life, My Achievements" from 1924 to 1928 withstood 9 editions. Millions of people were interested in his production methods, philosophy, models. And it is no surprise that in February 1935 N. Belyaev's book "Henry Ford" from the series "The Life of Wonderful People" was signed in print. He became the first foreign industrialist classified in our category. When our country entered the war with fascist Germany, among the 401 thousand cars that the USSR received under the Lend-Lease from the Allies, there were many Ford cars. Among them are GPW jeeps (of the same type with "villis"), GPA amphibians, 2G8T trucks, all-wheel drive trucks WOT8 and armored vehicles M8 - solid, reliable vehicles that war veterans still remember with appreciation.



GPW jeeps



2G8T trucks

The late 40s and early 50s - the period of the "Middle Ages" in relations with the Ford Motor Company and in general with the US automotive industry. A breakthrough in this sense was the American national exhibition in Moscow in

1959. Among its extensive automobile exposition, Ford cars featured prominently. And visitors showed a lively interest in them, as if when meeting with long-time acquaintances.



The American exhibition in Sokolniki in 1959

Then Henry Ford and the grandson of the founder of the famous company came to us twice on business visits. He brought proposals for business cooperation with our automobile plants, but time then did not favor joint projects.

Only in the 90s came a new stage in the development of business relations between Russia and American companies, among which our motorists invariably allocated Ford Motor Company. Her cars were shown at the International Automobile Exhibition MIMC-92 at VDNH in August 1992. At the annual Russian car shows, the exposition of "fords" became more and more extensive every year. There are now two dozen official dealers in Russia, and in the spring the official representative office of Ford Motor Company opened in the capital. Times have changed, and now we can no longer talk about broad, but about a constant bridge between this company and Russian consumers.

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