

Henry Ford
Dearborn, Mich.

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I suppose that I may claim to be the first Ford Dealer. I not only made cars, but sold them and frequently delivered them myself.

The "drive away" is not new; often I have driven cars from Detroit to towns in Ohio or Indiana or Michigan to make delivery.

There were no good roads in those days, and the people where I drove had never seen a motor car before.

My first really enthusiastic customers were Country Doctors. They were the first to realize the value of dependable transportation to a widely scattered practice.

Even today I occasionally hear from some of those first Ford users.

We had to teach local mechanics how to care for the cars. That is how Ford Service began, which is now found everywhere in the world.

We believed from the beginning that a sale does not complete our transaction with our customer — it creates upon us an obligation to see that our customer's car gives him service. Ford Dealers know their duty to the public in this respect.

I can say of Ford Dealers generally that they have been and are men of character and standing in their communities. Most of them have been with us many years, which indicates that we agree on basic business principles. The Company provides that the methods used to sell the Ford car are consistent with the self-respect of the Dealers who handle it.

The present Ford V-8 is the peak of our 30 years experience.

We have never made a better car. Its eight-cylinder engine is powerful and smooth running. The car is admittedly very good looking and has comfortable riding qualities. It is economical in operation because of advanced engine design and low car weight. It is the fastest, roomiest and most powerful car we have ever built.

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