

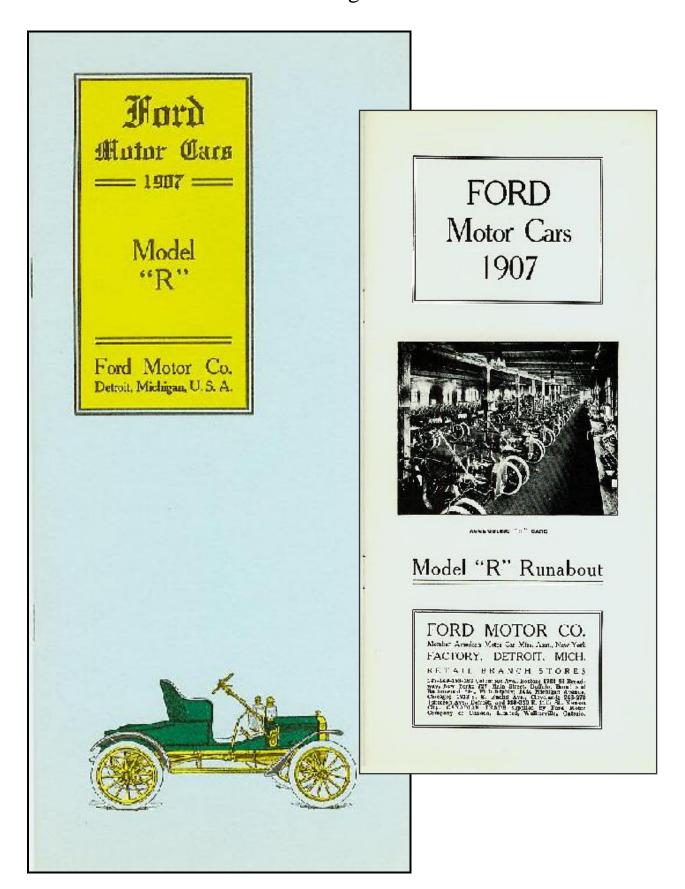
# 1907 FORD – MODEL R RUNABOUT

Because the 1906 Model N was inexpensive, reliable, simple and small, it was a very popular automobile. But some customers wanted cosmetic changes ... To give customers what they wanted, Ford decided to offer a limited run new model Ford with enhancements.

The new Model R Ford had an 84" wheelbase and was powered by the same Model N motor with 4 vertical cylinders (15 HP). Changes were made to a mechanical oiler; Side steps were replaced with running boards; Fenders were larger semienclosed and attached to running boards; The body was made larger (wider seat) and in the back, the pointed deck was replaced with a half-round rear deck for more storage and the ability to carrying a spare tire on the top; larger 30" x 3" tires were used and steering had planetary gear steering reduction.

During the 24 months of the limited production, only 2,500 Model R automobiles were assembled and sold. By the end of production all units were already sold and the new model under development would not be ready until 1908.

# Though advertising focus was on the inexpensive Model N Model R Sales catalogues were created



## 1907 / 09 Model R Ford / 15 HP (Specifications)

#### **Mechanical / Performance Information**

Cylinders: 4 *Vertical Cyl (in pairs)*Pistons and Stroke: 3.75" x 3.375"

**Horsepower** (HP): 15 Ratio (lb. / HP): 70 to 1 Horsepower (SAE): 17.92

Engine Crankcase: Aluminum Casting
Flywheel / Fan: Front of Engine
Tank - Gas: 8-9 Gallon capacity,

Under front seat

Tank - Water: None

Radiator: Vertical Tubes w/Fins

Inside Hood

Oiler: Force Oil Feed
Steering: Right side / Reduction

Speed - Maximum: 40 - 45 mph

Drive Train: Enclosed Direct Drive Weight: 1050 lbs. (full tanks)

 Wheel Base:
 84"

 Tread:
 56"

 Tires - Size:
 30"x 3"

 Rear End:
 Closed

Brakes: Internal, Expanding

Rear Wheels

#### **Body Information**

Front Axle: Steel forged I beam

**Frame** - Car: Pressed Steel

Frame - Engine: None

**Fender** - Front: Attached to body frame Fender - Rear: Attached to body frame

**Springs** - Front: Transverse Semi

Elliptic

Springs - Rear: Full Elliptical
Body Styles: Runabout
Color - Body: Green
Color - Gear: Yellow

**Equipment:** 

Hood: One piece (no hinge)
Accessories: Top, Head lamps
2 Side Lamps, Horn

Door(s) - Rear: Not Applicable

**Seating** - Capacity: 2

Seating - Front: Bench Style Seating - Rear: None

**Steps** - Front: Mounted Outside Frame

Ford Name on Step

Step(s) - Rear: Not Applicable

Sales Period: From April, 1907 to May, 1909 2,500 Automobiles Produced

Highlighted Text highlights changes from a previous Ford model

### **Issues and Improvements Needed:**

- Demand for car exceeded production (Need more cars Model S, SR)
- Improve lubrication system (Eliminate oiler viewing open system- 1909)
- Increase driving distance (Generate electricity 1909)
- Increase seating capacity (Ability to carry family 1909)