



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 semi-enclosed 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

Ford
Motor Cars
== 1907 ==

Model
"R"

Ford Motor Co.
Detroit, Michigan, U. S. A.

FORD
Motor Cars
1907



ASSEMBLING THE CAR

Model "R" Runabout

FORD MOTOR CO.
Member American Motor Car Mfg. Assn., New York
FACTORY, DETROIT, MICH.

RETAIL BRANCH STORES
170-160-150-140 Colman Ave., Boston 1781 93 Broad-
way, New York 711 Main Street, Buffalo, Buffalo
The Interior Co., 711 5th Ave., 1440 Bellingham, Seattle,
Chicago 1931 S. W. Wash Ave., Cleveland 263-970
14000 Ave., Detroit and 240-230 E. L. I., Kansas
City. CANTON 1907M supplied by Ford Motor
Company of Canada, Limited, Walkerville, Ontario.



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)