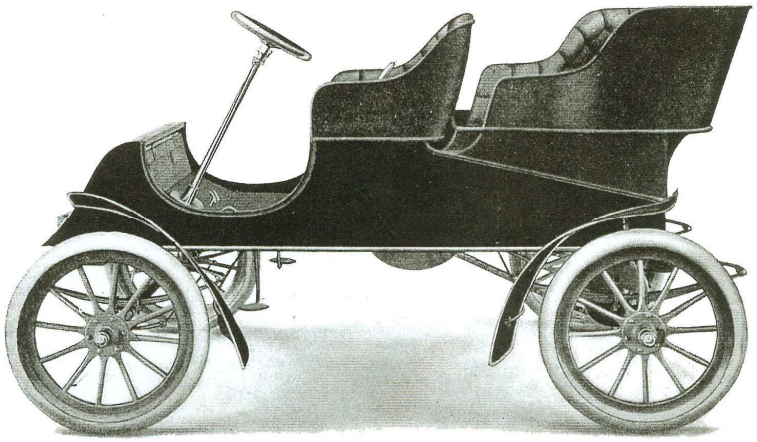


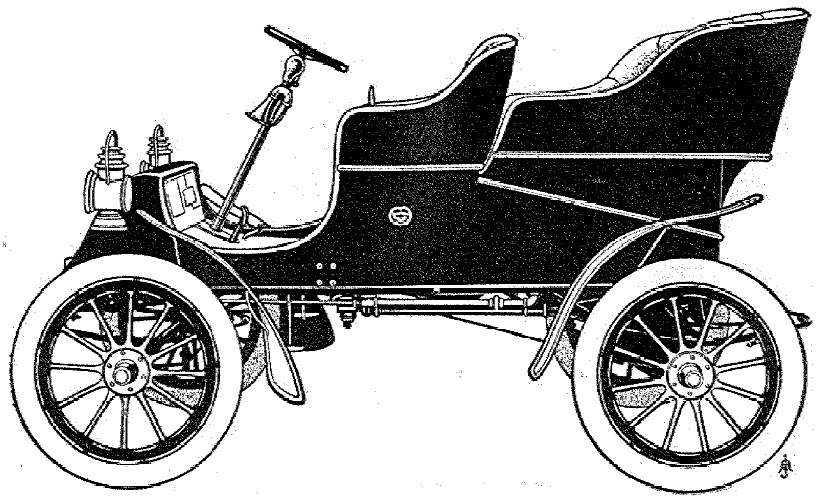
1904 FORD – MODEL A
REAR-ENTRANCE TONNEAU

In Oct. 1903, with 3 months of sales and 30% of the original inventory sold, Henry Ford contacted the Dodge Bros. and informed them that with some minor changes, he needed another 750 units manufactured and delivered by April 1904. The enhanced Ford car would still be called a Model A Ford.

The delivery of the new models from Dodge started in March 1904, and the first enhanced Model A (sometimes referred to as AC) was sold in April 1904. The new car had the same short 72” wheelbase as the 1903 Ford, but it was now powered by a 10 HP, 2 cylinder horizontal engine with larger water jackets for more cooling and a larger flywheel. Noticeable characteristics of the model were the larger horizontal core radiator (6 x 3), an open rear end differential with a new internal expanding brake and 28” x 3” wheels.

During the 8 months of the Model production, 1,140 units were assembled and sold. These cars continued to provide the cash flow that allowed Ford Motor Co. to develop new and better models and the development of the 1909 Model T Ford (The Universal Car).

A good name is better than promises



THE FORD

has a reputation for reliability second to no motor car in the world. For the professional or business man who needs a machine for everyday use, **THE FORD** stands pre-eminent as "The Car of Satisfaction." Verified facts are better than "claims."

10 H. P. double opposed horizontal motor, cylinder head and water jacket in one piece (no packed joints).
Planetary transmission in oil-tight, dust-proof case.

The perfected construction of The Ford is the result of 13 years' actual experience in building gasoline automobiles. DON'T EXPERIMENT—JUST BUY A FORD.

Full particulars and catalogue for the asking.

FORD MOTOR CO.

DETROIT, MICH.

1904 Ford - Model A (AC) / 10 hp (Specifications)

Mechanical / Performance Information		Body Information	
Cylinders:	2 Horizontal opposed	Frame - Car:	L Shape
Pistons and Stroke:	***4.25" x 4"; 120.5 cu"***	Frame - Engine:	Shape – Upside down "U"
Horsepower (HP):	***10***	Fender - Front:	Attached to main frame
Ratio (lb. / HP):	125 to 1	Fender - Rear:	Rear bracket attached to spring bolt
Horsepower (SAE):	12.8	Springs - Front:	Double Elliptical
Engine Crankcase:	Split horizontal	Springs - Rear:	Double Elliptical
Flywheel:	***20" diameter, 2.5" thick***	Body Styles:	Runabout, Tonneau Delivery
Tank - Gas:	5 gallons capacity, under front seat	Color - Body:	Maroon (Red)
Tank - Water:	Outlet in back Back Support – Single leg	Color - Gear:	Maroon (Red)
Radiator:	Horizontal tubes w/Fins ***6 front x 3 deep***	Accessories:	Horn, Lights, Brass Rails
Oiler:	Drip - ***6 Point***	Door(s) - Rear:	Rear Entrance 13½" Wide Bottom half curved
Steering:	Right side / No Reduction	Seating - Capacity:	2 Front, 2 Rear (Tonn.)
Speed – Maximum:	30 mph	Seating - Front:	Bench Style
Drive Train:	Chain	Seating - Rear:	Corner Seats
Weight:	1250 lbs.	Steps - Front:	Mounted Outside Frame; Ford Name on Step
Wheel Base:	72"	Step(s) - Rear:	1 Step Center Rear No Name on Step
Tread:	55.5"		
Tires - Size:	28" x 3"		
Rear End:	***Open Housing*** Straight pin separator		
Brakes:	***Internal, Expanding*** Differential		

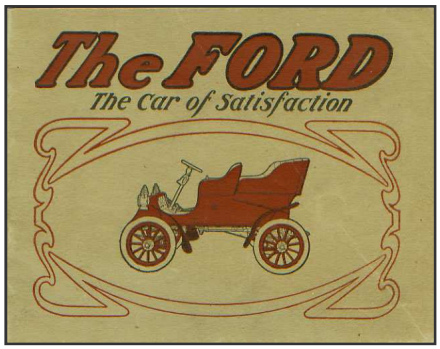
Sales Period: ***From April, 1904 to December, 1905***
1,140 Automobiles Produced / 57 Survivors (5%)

Highlighted text is used to identify changes from previous Ford models

Ad Descriptors: "King of the Road", The Ford, The Motor, Center Stage

Improvements Needed (for Model C):

- Offer new body style – Industry Trend
- Easier access to fuel tank (More Driving)
- Improve cooling system
- Offer different gear options



Pate's Early Ford Automobile Encyclopedia (The Ford Cars 1903 – 1909); www.EarlyFordCars.Info