



20900 Oakwood Boulevard • Dearborn, MI 48124-4088
Phone (313) 982-6070 ext. 2508 • Fax (313) 982-6244
rescner@thehenryford.org • www.TheHenryFord.org

Finding Aid for

AUTOMOTIVE PRESS KIT COLLECTION, 1946-2006
Accession 1845

SUMMARY INFORMATION

CREATOR:	Ford Motor Company
TITLE:	Automotive Press Kit collection
INCLUSIVE DATES:	1946-2006
BULK DATES:	1990-2000
QUANTITY:	84 cubic ft.
ABSTRACT:	The collection consists of American and foreign automotive press kits, packets, and releases for automobile marketing and sales.

ADMINISTRATIVE INFORMATION

- ACCESS RESTRICTIONS: The collection is open for research.
- ACQUISITION: Ford Motor Company Archives donation, ongoing.
- PREFERRED CITATION: Item, folder, box, Accession 1845, Automotive Press Kit collection, Benson Ford Research Center, The Henry Ford
- PROCESSING INFORMATION: Finding aid prepared by Pete Kalinski, March, 2006

HISTORICAL NOTE

Press kits in this collection were produced by marketing, advertising, and public relations personnel to publicize new model launches, design changes, and corporate initiatives. The press releases were distributed to newspaper and magazine editors and writers for their publications. Publicity material and print-ready photographs were also distributed at various automotive trade shows.

SCOPE AND CONTENT NOTE

The Automotive Press Kit collection is comprised of two series. The **Automobiles series**, 1978-2006 (65 cubic ft.), includes press material and kits from a wide variety of automobile manufacturers covering product and model launches and changes. The Non-Automotive series is comprised of six subseries. The **Ford Motor Company subseries**, 1967-2001 (1 cubic ft.), consists of company press releases and packets covering a wide variety of Ford Motor Company's automobile related operations including car care and maintenance, replacement parts, environmental initiatives, children's safety, auto safety programs, company anniversaries, executive biographies, and racing. The **Auto Shows subseries**, 1961-2001(1 cubic ft.), is made up of press packets about various auto industry trade shows including China, Detroit, Frankfurt, Geneva, Los Angeles, New York, Paris, Seoul, Tokyo, and Turin. The **Auto Supply Companies subseries**, 1966-2000 (0.5 cubic ft.), includes press material issued from various auto supply companies including ASC, Bosch, DELCO, On-Star, and Yazaki Corporation. The **Tractors subseries**, 1946-1987 (1 cubic ft.), includes press material for agricultural tractors, implements, and service parts. The **Trucks subseries**, 1956-2004 (1 cubic ft.), consists of press material for Ford, Lincoln, and Mercury trucks and sport utility vehicles. The **General (Non-Ford) subseries**, 1986-2001 (0.5 cubic ft.), consists of press kits and releases from various manufacturers and suppliers covering a wide variety of automotive-related topics. See also the Automotive Press Kit 2006 Addendum.

Researchers should note there is a 2006 addendum to this collection. A box list to the addendum follows this finding aid.

BOX AND FOLDER LISTING

Box no. **Description**

AUTOMOBILES

Box 1

AC, 1995-1998
Access, 1996
Acura, 1994-2001
Alfa Romeo, 1994-2000 and undated
ASC, 1995
Aston Martin, 1987-2000 and undated

Box 2 and Box 3

Audi, 1994-1998

Box 4

Audi, 1999-2000 and undated
Bertone, 1996-1999 and undated

Box 5 and Box 6

BMW, 1994-1997

Box 7

BMW, 1998-1999 and undated
Bolero, 1998
Bugatti, 1998-1999 and undated

Box 8

Buick, 1994-2000 and undated

Box 9

Cadillac, 1994-2000

Box 10

Chevrolet, 1994-2000

Box 11

Chrysler, 1994-2001 and undated

Box 12

Citroen, 1994-2001 and undated
Coggiola, 2003

Box 13

Daewoo, 1995-2000

AUTOMOBILES (CONT.)

Box 14

Daihatsu, 1994-2000 and undated
DeTomaso, 1996-2000
Dodge, 1996-2000 and undated

Box 15

Epson, undated
Espace, 1995-2000
Ferrari, 1996-2000
Fiat, 1994-2000 and undated

Box 16 to Box 27

Ford, 1978-2002 and undated

Box 28 and Box 29

Honda, 1995-2000 and undated

Box 30

Hyundai, 1993-1998 and undated

Box 31

Hyundai, 1999-2000
Infiniti, 1995-2001

Box 32

Isuzu, 1995 and undated

Box 33

Jaguar, 1995 and undated

Box 34

Jeep, 1945-2000 and undated
Kia, 1994-2000 and undated
Lamborghini, 1996-1999
Lancia, 1994-2000 and undated
Land Rover (See Rover)

Box 35

Lea Francis, 2001
Lexus, 1994-2000
Ligier, 2000

Box 36

Lincoln, 1990-2005
Lotus, 1996-2000

AUTOMOBILES (CONT.)

Maggiora, 1998-2000

Maserati, 1999-2000

Box 37

Matra, 2000

Mazda, 1994-2000

Mekong Star, undated

Box 38 to Box 40

Mercedes Benz, 1994-1998

Box 41

Mercedes Benz, 2000-2001 and undated

Mercury, 1992-1999

MG, 1995

Mini Cooper, 2000

Box 42 and Box 43

Mitsubishi, 1994-2001 and undated

Box 44 and Box 45

Nissan, 1994-2000 and undated

Box 46

Nubird, undated

Box 47 and Box 48

Opel, 1994-1999

Box 49

Opel, 2000-2001 and undated

Peugeot, 1994-2000 and undated

Box 50

Pininfarina, 1994-2000 and undated

Plymouth. 1994-1999 and undated

Box 51

Pontiac, 1993-2000 and undated

Box 52

Porsche, 1994-2000

Proton, 1997

AUTOMOBILES (CONT.)

Box 53

Renault, 1993-2000 and undated

Box 54

Rinspeed, 2000
Rolls Royce, 1994-1999 and undated
Rover, 1995-1999 and undated
Saab, 1994-1998

Box 55

Saab, 1999-2001
Samurai, undated
Sangyong, 1999 and undated

Box 56

Saturn, 1994-2001
Seat, 1994-1999 and undated

Box 57

Skoda, 1996-2000
Subaru, 1994-2001 and undated

Box 58

Suzuki, 1994-2000 and undated

Box 59 and Box 60

Toyota, 1994-2000

Box 61 and Box 62

Volkswagen, 1994-1998

Box 63

Volkswagen, 1999-2001 and undated
Volvo, 1994-1995

Box 64 and Box 65

Volvo, 1996-2001 and undated

NON-AUTOMOTIVE
Ford Motor Company
General

Box 66

Car Care, 1978
Cleaner-Safer-Sooner, 1998-2001
Electric Postal Vehicles, 2001
Environmental Alternatives, 1995-1997
Imitation Crash Parts, 1991
Key Public Policy Issues, 1996
Parts Division, 1972
Product Development, 1994
Raising Kids with Safety, 2000
Recycling, 1999
Safety, Alternative Fuels, Audio, 1992
Safety Research Center, 1967
Spirit of Ford, 1999
Technology, 1999
Tot-Guard, 1974
Anniversaries
Centennial, 2003
Quadracycle, 1996
Model T, 1998
Autolite, 1968
Executives
Ford Family, 1993
Harold Poling, 1993
Racing, 1969-1999
Recreational Vehicles, 1973

Auto Shows
Box 67

China
Beijing, 1998
Shanghai, 1997
Detroit (North American Auto Show), 1961-2001
England, 1957
Frankfort, 1999
Geneva, 1996-1999
Los Angeles, 1994-2000
New York, 1961-2000
Paris, 1994-2000
Seoul, 1997
Tokyo, 1995-1999
Turin, 1996-2000

NON-AUTOMOTIVE (CONT.)

Auto Supply Companies

Box 68

ASC, 1994-1998
Beverly Hills Motoring Accessories, 1998
Bosch Electronics, 1998-1999
Centaur Thermal, 1998
Center for Creative Design, 1994
DELCO, 1995-1996
Delphi, 1998-2000
Detroit Diesel, 1996
GEA Automotive, 1996
Gresham Driving Aids, 1994
Michelin, 1993-1996
Motorola, 1995
On-Star, 2000
Sony, 1994
Ultra Light Steel Body, 1995
Valeo, 1994-1999
Yazaki, 2001
Zahmradfabrik, 1966

Box 69

Tractors, 1946-1987

Box 70

Trucks

Ford, 1956-2005
Lincoln, 1997 and 2003
Mercury, 2002-2004

Box 71

General (Non-Ford)

Automotive Hall of Fame, 1997
Auto Trader, 2001
Clean Fuel Demonstration Program, 1999
Data General, 1986 (Racing)
Harbour Report, 1999
Microsoft Car Point, 1998
Miller Brewing Company, 2000
National Environmental Trust, 1999
National Safe Kids, 1999
Polk Automotive, 1995-2001
Price, Waterhouse, Coopers, 1998
Universal Television Group, 1997
Wards Communication, 2001
Weinermobile, 1995