



**May 19, 2020**

9:00 - 9:30 a.m. Check In

9:30 a.m. Shuttle leaves

10:00 a.m. - 12:00 p.m. Tour

### Cost

\$25 SAE Member/Guest

*(Cost is per person.*

*Pre-registration is required.)*

### The Henry Ford

20900 Oakwood Blvd.

Dearborn

## FORD ROUGE FACTORY TOUR

This tour will allow SAE members and their guests to experience the making of America's most iconic truck, the Ford F-150.

Henry Ford developed the Rouge between 1917 and 1928 in effort to achieve "a continuous nonstop process from raw material to a finished product, with no pause even for warehousing or storage." As history now knows, Ford succeeded on an epic scale, rolling out 4,000 vehicles a day and employing more than 100,000 at its peak.

Today, the Rouge has undergone a sweeping transformation to become a model of 21st-century sustainable design.

This tour will provide the history behind the idea and development, a multi-sensory video on the production, as well as a physical tour of the assembly line.

*Important Note: Tour is limited to SAE members and their guests. Registration will close May 18. No onsite registration or refunds after May 14.*



For more information, email [stephanie.white@sae-detroit.org](mailto:stephanie.white@sae-detroit.org) or call (248) 324-4445 ext. 6.



**Register online [www.sae-detroit.org](http://www.sae-detroit.org)**

**Registration closes May 18**

**#SAEDetroit**