

Automobile Revolution Worksheet

Directions: Answer the following questions using complete sentences.

1. What is an assembly line?

2. What is planned obsolescence?

3. Summarize the following quote in your own words:

“The changes in new models should be so novel and attractive as to create dissatisfaction with past models. Automobile design is not, of course, pure fashion, but the laws of Paris dressmakers have come to be a factor in the automobile industry. Woe to the company which ignores them.”

-Alfred P. Sloan, Jr., 1922

4. Summarize the quote below in your own words:

“It is considered good manufacturing practice, and not bad ethics, occasionally to change designs so that old models will become obsolete and new ones will have to be bought...Our principle of business is precisely to the contrary. We cannot conceive how to serve the customer unless we make for him something that, as far as we can provide, will last forever.”

-Henry Ford, 1923

5. Which of the above statements reflects the concept of planned obsolescence?

6. Which concept better fits your own view of the role of manufacturers? Why?

7. Which concept dominates the automobile industry today? Give examples to support your position.