

DRIVING AMERICA



HENRY FORD MUSEUM® UNVEILS DRIVING AMERICA, THE WORLD'S PREMIER AUTOMOTIVE EXHIBITION

WHAT'S NEW:

- Access to thousands of artifacts
- A new 80,000-sq.-ft. presentation of 130 of America's most significant vehicles
- Grab a seat at Lamy's Diner for a cup of joe
- New stories, new films, new technology

DRIVING AMERICA

HENRY FORD MUSEUM



Sprinkled throughout the display are 18 interactive, 42-inch touch screens that offer thousands of additional details, images, videos and oral histories about artifacts. Many of the collections are presented with a 360-degree view, original advertisements, repair manuals, expert insights and much more. You can even digitally travel under the hood of select vehicles and get inside the engine. Or feel free to draw up your own car comparisons and let your favorites duke it out on screen, spec by spec.

HENRY FORD MUSEUM'S DRIVING AMERICA EXHIBITION TELLS THE FASCINATING STORY OF PEOPLE, CARS AND OUR CULTURE

This January, *Henry Ford Museum*® unveils *Driving America*, its all-new permanent exhibition and one that Patricia Mooradian, president of The Henry Ford,® readily calls “the world’s premier automotive exhibition.”

Centered around an unparalleled collection of historically significant vehicles, this remarkable mix of authentic artifacts, digital media, interactive play and personal accounts focuses on the enormous influence the automobile has had on American culture – from the automotive innovations that have changed our lives to the everyday choices we make. *Driving America* is an experience meant to move you.

“*Driving America* is more than an exhibition with cars on display,” said Mooradian. “It is really an interactive, state-of-the-art story of us—us as drivers, consumers and enthusiasts.”

And don’t let the name fool you into thinking this experience is only going to astound car enthusiasts, tech lovers or automotive engineers. Quite the contrary. According to Bob Casey, senior curator of transportation at The Henry Ford, *Driving America* is more about the people who drive the cars than the cars themselves.

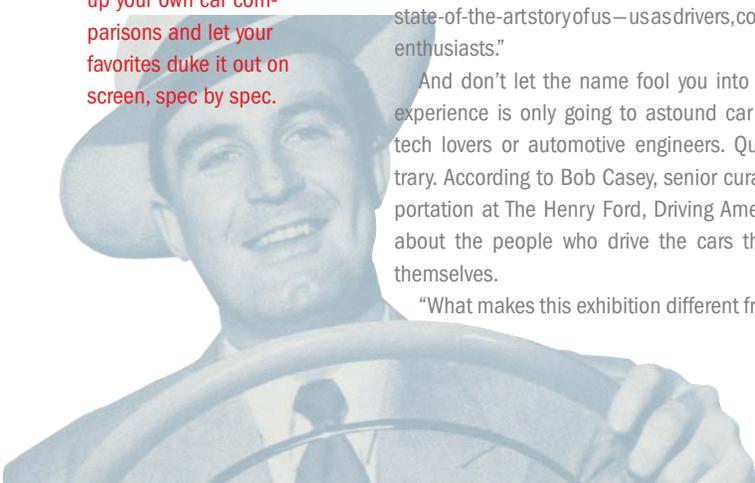
“What makes this exhibition different from most au-

tomotive exhibitions is that it looks at cars through the eyes of the people who use them or, in some cases, don’t use them,” said Casey. “Visitors will be asked to think about what attracted them to automobiles in the first place. How have their definitions of style or luxury changed over time? How have their attitudes toward safety or recreation or environmental costs changed? *Driving America* uses The Henry Ford’s unparalleled collection to inspire visitors to think about these and other questions surrounding their relationships with the car.”

PLAY A PART

One of the most dynamic automotive museum experiences, *Driving America* is a sweeping 80,000 square feet, which gave The Henry Ford curators plenty of space to expertly map out an excursion that is complete, easy to navigate and highly interactive for visitors.

What’s interesting about the vehicles on display in *Driving America* – and there’s 130 of some of the most important vehicles of our time – is that they are a springboard for a digital and interactive learning experience that helps visitors explore more – and have loads of fun doing it.



“We wanted to develop content around what the visitor was seeing,” said Mooradian. “All of the interactives are designed to be learning experiences and activities that utilize artifacts from The Henry Ford’s extensive collection.”

If you want to step up your participation a notch, you can take the original marketing survey Ford Motor Company mailed to people in the '40s to help find out what features consumers wanted in their next vehicle, ideas company designers actually considered as they developed an all-new product lineup for 1949.

Also on the interactive menu is Talk Like a Trucker – keep it clean, we’re talking CB radio. It’s approached in a fun, participatory way as well, introducing you to this wonderful auto-centric lingo through a musical recording created at the height of the CB radio craze. Have a blast trying out your best trucker impersonation as you drawl, “Breaker, breaker, good buddy. What’s your handle?”

CARS, DINERS AND DRIVE-INS

For those who are all about the cars themselves, Driving America doesn’t disappoint, offering a stellar and unprecedented collection of some of the most important and recognizable vehicles, from century-old electric cars and current hybrids to muscle cars, racers and modern-day SUVs.

Take a peek at the 1896 Quadricycle, Henry Ford’s first automobile. Feast your eyes on the 1865 Roper, the oldest surviving American car, or the 1896 Duryea, the last remaining example of America’s first production car. Stop and stare at the 1967 Ford Mark IV race car, the first all-American car and team to win at Le Mans. And you must ogle the 1930 Bugatti Royale Type 41 – it’s a stunner, and the story behind its escape from Nazi Germany is amazing.

Some of these vehicles are part of the Driving America timeline, which gives a quick glimpse of the exhibition’s



major themes and stories. Others are dispersed throughout the exhibit’s 20 focal areas, which cover everything from hot rods and road trips to road food and racing.

Once all the cars are admired, touch screens are tapped and stories are heard, everyone should keep their eyes peeled for Lamy’s Diner. It’s hard to miss. A gleaming, blue-enameled beacon in the middle of it all, Lamy’s is the quintessential American diner, completely restored and ready to serve. All are welcome to sit down at the counter, slide into a booth or grab a seat on the attached patio and enjoy some coffee and 1940s diner-style fare.

A moment can also be spent in Driving America’s theater, where a 10-minute film shares stories, songs, film clips and intimate interviews about how the automobile has transformed our world and how it continues to be a catalyst of innovation for all kinds of industries, from manufacturing to music. You’ll laugh, reflect and walk out feeling empowered, knowing that the choices you make about personal mobility will help shape the next 100 years and beyond.

LAMY’S DINER

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Got a smart phone? Connect to our NEW Driving America website.



“DRIVING AMERICA IS ABOUT AMERICAN CULTURE AND HOW MUCH OF IT HAS BEEN INFLUENCED BY THE AUTOMOBILE OVER THE PAST 100-PLUS YEARS. WE WANT PEOPLE TO WALK AWAY FROM THIS EXPERIENCE THINKING ABOUT CARS, CULTURE AND THEMSELVES IN NEW, UNEXPECTED WAYS.”

PATRICIA MOORADIAN, president, The Henry Ford

DON'T LEAVE WITHOUT A LOOK

Driving America is chock-full of some of the most intriguing automotive treasures. Here's a quick glance at the top 5 can't-miss automobiles and artifacts on display.

1

THE 1865 ROPER

The oldest surviving American car.



2

THE 1896 DURYEA

The only remaining example of America's very first production car.

3

THE 1896 QUADRICYCLE RUNABOUT

Henry Ford's first automobile.
One of America's rarest original inventions.

4

THE 1930 BUGATTI ROYALE

This beauty narrowly escaped Nazi Germany.
The world's only Cabriolet Bugatti Royale –
the highest standard of style and luxury.

5

THE 1967 FORD MARK IV RACE CAR

The first and only all-American car and team
to win Le Mans' vaunted 24-hour race.



the
**Henry
Ford**

**DRIVING AMERICA
OPENS JANUARY 29, 2012**
EXPLORE MORE AT
THEHENRYFORD.ORG/DRIVINGAMERICA

MUST-SEES

A selection of favorites from
Bob Casey, The Henry Ford's
senior curator of transportation

1930 BUGATTI ROYALE CONVERTIBLE
1963 BUICK RIVIERA COUPE
1960 CHEVROLET CORVAIR SEDAN
1937 FORD CONVERTIBLE PHAETON
1957 DESOTO FIREFLITE
1896 DURYEA
1909 FORD MODEL T TOURING CAR
1965 FORD MUSTANG, SERIAL NO. 1
1932 FORD ROADSTER HOT ROD
1965 GOLDENROD
1927 LASALLE ROADSTER
1956 LINCOLN CONTINENTAL MARK II
1906 LOCOMOBILE "OLD 16"
1965 LOTUS-FORD
1903 PACKARD MODEL F "OLD PACIFIC"
1896 QUADRICYCLE
1865 ROPER STEAM CARRIAGE
1951 STUDEBAKER STARLIGHT COUPE
1948 TUCKER TORPEDO
1943 WILLYS-OVERLAND JEEP

MEMORIES OF A FIRST RIDE

Freedom. Responsibility. A rite of passage. For
many folks, a first car symbolizes the perfect
blend of all these building blocks to adulthood
– with lots of fun and fond memories tucked in
the middle.

Share your first car photos and stories with
The Henry Ford and America at
www.TheHenryFord.org/DrivingAmerica.

MAKE YOUR NEXT EVENT A MUST SEE

Host your next special gala in the heart of the
Great American Adventure... Driving America.
For more information on hosting private catered
events at The Henry Ford, call **313.982.6220** or
visit www.thehenryford.org/privateevents.

All photos are from the collections of The Henry Ford, unless
otherwise noted.

