



INDUSTRY 2.0

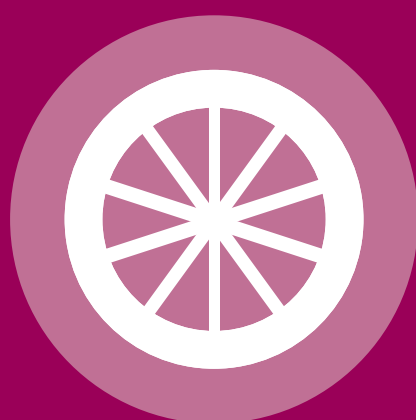
THE MOVING ASSEMBLY LINE

INVENTED BY FORD MOTOR COMPANY



SIMPLIFIED ASSEMBLY

THE ASSEMBLY OF FORD MODEL T'S **3,000 PARTS** WAS BROKEN INTO **84 DISTINCT STEPS**



ASSEMBLY STEPS

ALL STEPS ARE PERFORMED BY GROUPS OF WORKERS AS A ROPE PULLED THE VEHICLE CHASSIS DOWN THE LINE



ASSEMBLY TIME

ASSEMBLY TIME FOR A SINGLE VEHICLE DROPPED FROM **12 HOURS** TO ABOUT **90 MINUTES**

