



Ford Piquette Avenue Plant

Media Information

OUR MISSION The Ford Piquette Avenue Plant is a non-profit corporation dedicated to the preservation of the birthplace of the Model T and the interpretation and celebration of Detroit's automotive heritage and spirit of innovation.

OUR OBJECTIVES To preserve the birthplace of the Model T for posterity, to make the Piquette Plant an international destination, to tell the story of the early Ford Motor Company and the pioneering automobile industry in Detroit, and to become a learning center fostering innovation and an appreciation of Detroit's automotive history.

WHAT IT IS The Ford Piquette Avenue Plant is the first building built (1904) and owned by Ford Motor Company. The three story 68,000 square foot New England mill style building is located in Milwaukee Junction, the cradle of Detroit's early auto industry. It is a fully functional museum open year round and the only early automobile factory open to the public. The plant is among the top tourist attractions in Detroit. It draws over 10,000 visitors annually and has attracted tourists from over 50 countries.

WHY IT IS IMPORTANT The Plant is one of the most important buildings in the history of America and the history of technology. While at the plant (1904 - 1910), Ford became the largest manufacturer of automobiles, designed and build the first 15,000 Model Ts, and developed ideas that would eventually culminate in the mass production of cars by the moving assemble line. The Model T is acknowledged as the most important car in history and the car that put America on wheels. The Model T was a major force in shaping American life in the 20th century. The impact of Mr. Ford's idea of an affordable car continues to reverberate around the world today.

RECOGNITION OF IMPORTANCE The Piquette Plant is designated a National Historic Landmark by the U.S. Department of Interior. It is listed in the National Register of Historic Places and the Historic American Engineering Record. The Piquette Plant is a City of Detroit Historic District, and a Michigan State Historic Site.

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HOW THE PLANT WAS SAVED In the mid-1990s, a group of historic preservationists and Ford enthusiasts proposed to the Henry Ford Heritage Association that the Piquette Plant be preserved. Members of the Association raised funds for the down payment and the building was purchased in 2000.

WHAT YOU WILL SEE Visitors encounter a remarkably well preserved early 20th century automobile factory. Highlights include a recreation of Mr. Ford's office and the Experimental Room where the Model T was created. Over 40 early Ford and Detroit built automobiles are on display. Also on view is a unique collection of Model Ts modified for special use. An orientation video provides historical context for visitors.

EDUCATIONAL INITIATIVES Informative exhibits and guided tours tell the Piquette Plant story and the history of Milwaukee Junction. Additional education programs include tours tailored to groups ranging from school children to engineers. We also take Model Ts to area schools to tell one of the greatest stories of American innovation. More community out-reach programs are added annually.

Location: The Piquette Plant is located just north of Midtown and is easily accessed by I-94 or I-75. It is three blocks east of Woodward Avenue at 461 Piquette Street Detroit, Michigan.

Hours: Wednesday – Sunday, 10 AM – 4 PM
Guided tours at 10 AM, 12 PM, and 2 PM

Closed: December - March, but private and group tours available all year.

Admission: \$12 for adults, \$10 for seniors, \$5 for students, Free for children under 12. Piquette members receive free admission.

Group Tours: \$8.00 per person for groups 10+. Please call ahead for reservations.

Accessibility: The museum is accessible.

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The Ford Piquette Avenue Plant is a 501(c)3 Corporation.

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