

did not 2/2/65

January 20, 1965

Memorandum to: F. J. Hooven

For a number of reasons, the timing seems right to consider introducing new safety features on our products.

I suggest your attention be given to the development of an anti-skid device that might be provided first as optional equipment on higher price vehicles, and readily adaptable to our regular production models if demand is high. In my opinion, such a device would not only be immediately recognized by the public and official agencies alike as an important step forward in safety design, but I am sure you will agree that it would have a measurable effect on the reduction of the number and seriousness of traffic accidents.

You are undoubtedly familiar with the attached report given in 1963 to the AAMVA Engineering Committee by Ken Stonex of General Motors. Note that he concluded that such a device is unjustified. However, it seems to me Ken's conclusion is not reasonable now or supported by the test data. Most drivers tend to panic and depress the brake pedal as hard as possible in an emergency, skidding the tires and thus losing steering control.

Even if the anti-skid brake was of no assistance to the expert drivers it would, in my estimation, be desirable to offer it first by Ford. Perhaps you have one already under development.

Fletcher N. Platt
Fletcher N. Platt

cc: A. L. Haynes
T. R. Reid

8003 0213

PRODUCED BY FORD