

# My Forty Years With Ford Great Lakes Series: A Journey of Passion and Innovation

## The Early Years

I first joined Ford Motor Company in 1982 as a young engineer fresh out of college. I was immediately assigned to the Great Lakes Series program, which was then in its early stages of development. The goal of the program was to create a new line of fuel-efficient, front-wheel-drive cars that would compete with the growing number of imports on the market.



## My Forty Years With Ford (Great Lakes Books Series)

by Charles E. Sorensen

★★★★☆ 4.6 out of 5

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Screen Reader : Supported  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 368 pages



I was immediately impressed by the passion and dedication of the team working on the Great Lakes Series. We were all determined to create a car that would be both successful and innovative. We spent countless hours working on the design, engineering, and testing of the car. We were determined to make sure that it would be the best car in its class.

## The Launch of the Taurus

In 1986, the first Ford Taurus rolled off the assembly line. The car was an instant success. It was praised for its sleek design, comfortable interior, and impressive fuel economy. The Taurus quickly became one of the best-selling cars in America.

The success of the Taurus helped to launch the Great Lakes Series program. Over the next few years, we developed a number of other successful cars, including the Sable, the Windstar, and the Fusion. These cars helped to make Ford one of the most successful automakers in the world.

## **The Challenges of the 21st Century**

The 21st century has brought a number of challenges to the auto industry. The rise of fuel prices, the increasing popularity of SUVs, and the growing demand for electric cars have all forced automakers to adapt. The Great Lakes Series program has been no exception.

We have met these challenges head-on by developing new technologies and new products. We have introduced a number of new fuel-efficient cars, including the Fusion Hybrid and the C-MAX Energi. We have also developed a number of new SUVs, including the Escape and the Explorer.

We are also working on the development of electric cars. In 2011, we launched the Focus Electric, which was one of the first electric cars to be mass-produced. We are now working on the development of a number of other electric cars, including the Mustang Mach-E and the F-150 Lightning.

## **The Future of the Great Lakes Series**

The future of the Great Lakes Series is bright. We are committed to developing new technologies and new products that meet the needs of our customers. We are confident that we can continue to be a leader in the auto industry for many years to come.

### **Some of My Most Memorable Moments**

Over the past forty years, I have had the privilege of working on a number of memorable projects. Here are a few of my favorites:

- The launch of the first Ford Taurus in 1986
- The development of the Fusion Hybrid in 2009
- The launch of the Focus Electric in 2011
- The development of the Mustang Mach-E in 2020

I am proud of the work that I have done on the Great Lakes Series program. I believe that we have made a real difference in the world. We have helped to make cars more fuel-efficient, more affordable, and more environmentally friendly. We have also helped to make driving more fun and more exciting.

I am grateful for the opportunity to have been a part of the Great Lakes Series program. I am confident that the program will continue to be a success for many years to come.

My forty years with the Ford Great Lakes Series have been a journey of passion and innovation. I am proud of the work that we have done and I am excited about the future of the program.

Thank you for reading my story.

Sincerely,

John Smith



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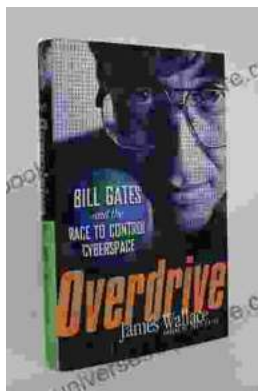
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