

# PRESS RELEASE

## Copenhagen: Henry Ford's bridgehead to Europe

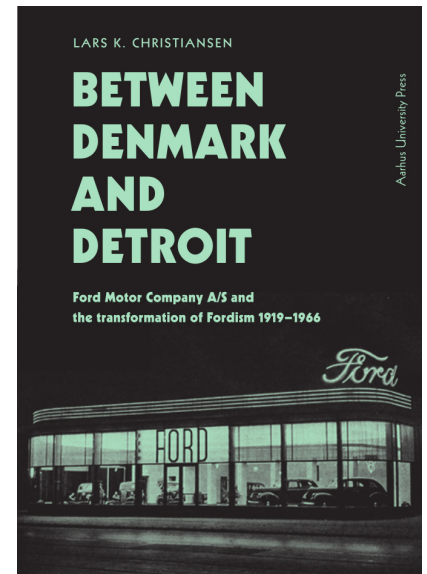
In October 1919, the first Ford model T rode off an assembly line in Copenhagen. Ford Motor Company, then the largest manufacturer of automobiles in the world, had chosen the small country of Denmark as its bridgehead to mainland Europe.

Just a few years after its modest beginning, Ford decided to build a whole new assembly plant in the Danish capital, designed by famous industrial architect Albert Kahn. For 47 years, Ford cars were assembled in Copenhagen, and exported mainly to the Nordic countries, the Baltic states and Poland. It was also from Copenhagen that initiatives were taken to establish Ford companies in Sweden and Germany.

*Between Denmark and Detroit* presents the Danish Ford plant as a case study, within the larger history of the transformation of Fordism from the USA to Europe. It focuses on the issues arising from the differences in social, political and cultural context. It explains how and why Fordism as practised in Detroit in the 1920s became transformed into something partly similar, partly distinctively different, in its European heyday during the post-war period. It argues that the strength of organised labour in Denmark and Europe was a key driver behind this transformation. By combining the history of automobile production, business history and labour history, this book creates a unique narrative, of interest to anybody who seeks to understand how American economic and political power has influenced European history, on all levels, during the 20th century.

### THE AUTHOR

Lars K. Christensen holds a Ph.D. in history from the University of Copenhagen. He is the author of several books and articles on Danish industrial and labour history, and has appeared in media and on national TV as an expert in industrial heritage. He is also the former president of the Danish Society for Labour History and is currently head of research and cultural heritage at the ROMU museums group.



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### **BETWEEN DENMARK AND DETROIT. FORD MOTOR COMPANY A/S AND THE TRANSFORMATION OF FORDISM 1919-1966**

By Lars K. Christensen

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