

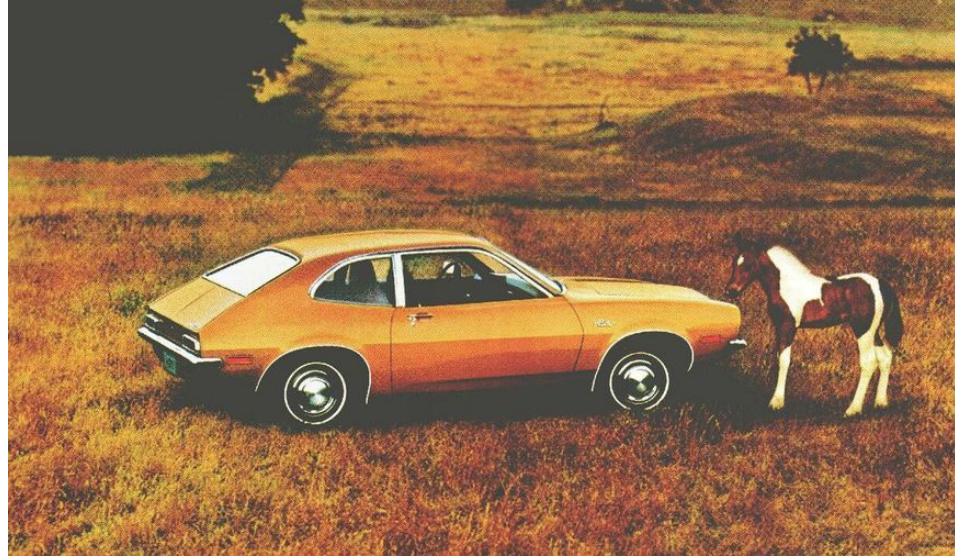
Case Study: Ford Pinto



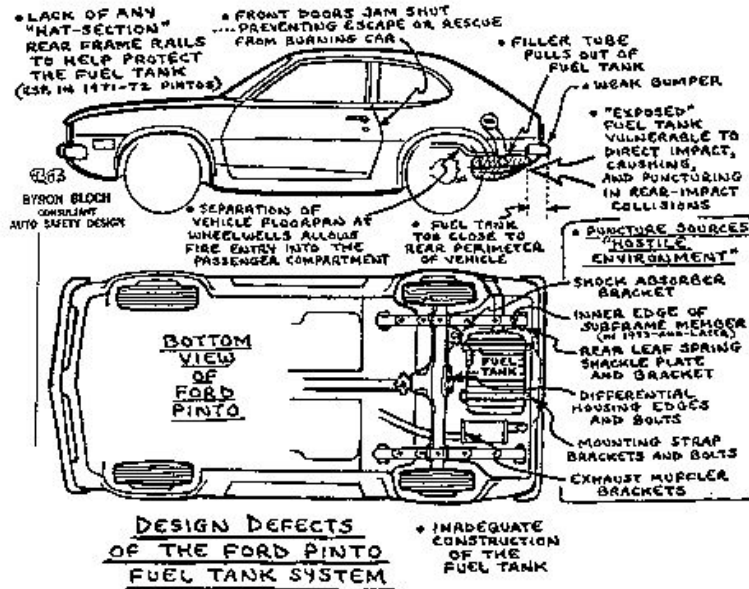
By: Luca Trevellin, Joaquin Martinez Devis, Aidan Hernandez
and Niko Bardake

The issue with the Ford Pinto

- The Ford Pinto was first released to the public on september 11, 1970.
- The main issue with this car make was a faulty gas tank. After impact of over 25 miles per hour the gas tank would immediately combust and its doors would lock.
- Executives that ran the crash tests knew of the Pinto's issues but many found that fixing it would have a negative financial outcome to the company.



The Ethical Dilemma: "Safety Doesn't Sell"



The issue, cost over safety. Ford built the Pinto in a panic, with the fear of Japan capitalizing the sub-compacts car industry. Instead of the regular 45 months given for production, only 25 were given. Moreover the higher-ups of Ford stated: "The Pinto was not to weigh an ounce over 2,000 pounds and not cost a cent over \$2,000."



“Safety doesn’t sell”

-Lee Iacocca, Head engineer of
Ford