

2008...A Summary

The year of 2008 was a significant year for automotive heritage in southeast Michigan. It was the centennial of General Motors and the 100th anniversary of the Model T Ford. On September 16, 1908, Billy Durant founded General Motors. Two weeks later, Henry Ford sold his first Model T.

To celebrate these momentous centennials, MotorCities created “2008: Year of the Car,” a summer-long auto-tourism festival offering residents and tourists an unprecedented palate of auto-themed attractions. For six months, between May and October, Year of the Car linked approximately 100 activities at nearly 60 different locations throughout the heritage area.

Year of the Car was a collaborative effort organized and sponsored by MotorCities National Heritage Area. Additional partners include the Detroit Metro Convention & Visitors Bureau, Ford Motor Company, General Motors, The Henry Ford, Travel Michigan and dozens of other organizations that celebrate automotive heritage throughout the region.

In addition to the Ford and General Motors sponsored celebrations held in September, Year of the Car honored GM and the Ford Model T with phenomenal experiences involving new museum and collection exhibits; car shows, parades and cruises; arts and education initiatives; along with home and building tours.

MotorCities National Heritage Area defines our region. This is a region whose boundaries cover 10,000 square miles and portions of 16 counties in southeastern Michigan, and include the motor cities of Dearborn, Detroit, Flint, Jackson, Lansing, and Pontiac.

MotorCities was designated by the U.S. Congress in 1998 to preserve the cultural and historic landscape associated with America’s automobiles. Our job is to increase the “volume of voices” telling the story of the automobile – past, present and future – of our region.

