

URL: <https://stvp.stanford.edu/clips/developing-a-new-model-t>

Former Ford director John Viera describes how the first automotive revolution accelerated not just mobility, but healthcare, education, and the rise of the middle class. Could a second transportation revolution, he asks, spark similar outcomes in developing countries?



## Transcript

- When the Model T came along, the first person in the outlying areas that had the Model T was who? Does anybody wanna guess? What was the first occupation that had the Model T? Anybody wanna guess? I think I heard it back there, I don't know.. We'll give credit to one of the first year students.. The doctors.. So doctors had the Model T because they were able to get out to the villagers to actually provide medical service.. That was a big breakthrough.. Then people started to be able to afford these vehicles on their own.. They could get into the cities for medical, for education, for jobs, for all kinds of things.. So that was fantastic.. Mobility was an enabler for really building up the standard of living.. Now let's fast forward to today..

Let's look at a lot of the developing countries like Sub-Saharan Africa for instance.. Here's the bottom line, we're not..... Over time.... Time will never happen to the point where the masses in Sub-Saharan Africa are probably gonna be able to afford personal use vehicles.. However, there's still a need for those individuals, particularly those living outside of the city, to have access to medical, to education, to all of those types of services.. And what I'm really hoping transportation's gonna start doing is to say, how do we use the brain power? How do we use innovation such that we can take mobility and bring those services out to the villages? How do we change the business model so that villages could own a particular vehicle and get into the city.. That's what I think from a societal standpoint mobility could have a huge impact in these developing countries...