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WHAT ROLE DID AMERICA PLAY IN THE RISE OF AUTO RACING?

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DIALOGUE + DISCOURSE WITH DRIFTER VAUGHN GITTIN JR.
RACING’S REMARKABLE WOMEN PAST & PRESENT
AT THE FINISH LINE

New Driven to Win: Racing in America exhibition puts visitors in the driver’s seat of America’s innovative motorsports past, present and future.


The exhibition opens in June 2020. It’s more than a decade in the making, a perfect pairing with the museum’s Driving America exhibition. “As part of our Driving America research, we found that people were interested in the artifacts and stories of American racing of this institution,” said Anderson. “Not many museums have as many cars as The Henry Ford does, from as many different branches of racing.”

Anderson is referring to significant milestone vehicles such as the 1906 “Old 16” Race Car that won the 1908 Vanderbilt Cup, Jim Clark’s game-changing Lotus-Ford from the 1965 Indy 500 and the 1965 Goldenrod Land Speed Record Race Car, just to name a few: all vehicles in The Henry Ford’s collections that will be a part of the new multizoned racing exhibition (see Page 50).

But visitors will experience much more than traditional static vehicle displays. In the sports car performance center, for example, guests can get hands-on with materials — like carbon fiber and aluminum — and auto parts — such as brakes and tires — tied to the 2016 Ford GT that drivers Sébastien Bourdais, Joey Hand and Dirk Müller took to a class victory at the 24 Hours of Le Mans. They will learn how teams test their cars before race day, from engine stress tests on the dynamometer to aerodynamics studied in a wind tunnel. Kids can compete in gravity races with miniature derby cars on a designated run. In the pit crew experience, visitors can prowl around two half-car cutouts and take a turn raising the jack and changing a tire. A zone dedicated to driver training is also part of the experience, demonstrating to visitors the mental fortitude and athletic ability race car drivers must have to compete in the sport. According to Anderson, driver training gym interactives will be based on designs of Jim Leo of PitFit Training in Indianapolis, an industry leader in motorsports performance training. See Leo’s story on Page 24.

The quality, not the quantity, of what Driven to Win: Racing in America is set to offer is what really gets Anderson pumped up. And he’s grateful to all the racing communities, corporate partners and private donors for their willingness to help make the exhibition the best it could be, from General Motors Co. to individuals like rally driver Ken Block and NHRA drag racer John Force. “We want visitors to understand how much it takes to race,” said Anderson. “How hard drivers, designers, engineers, and crews work through failure after failure and keep going again and again for the win.”

THE HENRY FORD’S DRIVERS CLUB

Looking to immerse yourself in The Henry Ford’s automotive collection? A new opportunity just drove up. Consider joining The Henry Ford’s Drivers Club, which offers its members unlimited access to Henry Ford Museum of American Innovation and Greenfield Village, along with other exclusive experiences dedicated to the automotive enthusiast. Club exclusives can range from special events on-site at The Henry Ford to rallies, tours and travel opportunities to visit private automotive collections.

“Henry Ford is known for its world-renowned automotive collections. A passion for all things automotive is at our core. By becoming a member of The Henry Ford’s Drivers Club, you can be a part of a community dedicated to sharing the story of how automotive innovations have changed our lives and influenced American culture,” said Patricia Mooradian, president and CEO of The Henry Ford.

For more information, call 313.982.6115 or visit thf.org/driversclub.

DID YOU KNOW?

The exhibition’s In the Driver’s Seat experience will give visitors the opportunity to drive the world’s fastest cars on the most challenging tracks through six interlinked full-motion racing simulators and the latest virtual reality technologies. (There’s an additional fee for the racing simulators.)

FROM THE HENRY FORD ARCHIVE OF AMERICAN INNOVATION
THE EXHIBITION:

Driven to Win: Racing in America presented by General Motors is a sensory attraction with 15 zones covering 24,000 square feet. Take an exhilarating ride and immerse yourself in the images, lighting, speed and sounds of auto racing.

THE DAWN OF RACING ENTRANCE
Explore American racing’s early years and its first signature event.

IGNITING THE PASSION
Explore the many kid-centric avenues that can arouse passion for the sport.

FUELED BY PASSION
Get an intense, multisensory feel for what a day at a racetrack holds.

IN THE WINNER’S CIRCLE
Five remarkable cars, their drivers and teams are celebrated.

GRAVITY RACERS
Build your own wooden kit car and race it.

SHOWMANSHIP
Race car drivers are as charismatic as they are talented.

LAND SPEED RACING
Find some answers to the question: How fast can it go?

HILL CLIMB RACING
Get schooled on one of the very earliest forms of automobile competition.

INDY CAR RACING
Immerse yourself in “The Greatest Spectacle in Racing.”

SPORTS CAR PERFORMANCE CENTER
Learn how teams test their cars before race day.

STOCK CAR RACING
A look at what’s often called racing’s “contact sport.” Become a part of the pit crew.

IN THE DRIVER’S SEAT
Race against each other on six simulators. Car and track combinations will change throughout the year.

MOTORSPORTS PERFORMANCE TRAINING
Get a better understanding of the physical skill and mental fortitude of driver athletes.

DRAG RACING
Loud, fast, intense. Find out why drag racing is high-tech and supercharged.

HOT ROD ENTRANCE
Discover racing’s influence on American pop culture, from movies and music to magazines.
EXHIBITION EXPOSED: **DRIVEN TO WIN STATS AND FUN FACTS**

- **7,400+** racing-related artifacts digitized over the last year in anticipation of the exhibition
- **36K+** total artifacts related to auto racing in The Henry Ford’s Digital Collections
- **26** cars in the exhibition
- **250+** images in the exhibition
- **13K+** combined horsepower produced by all engines in the exhibition
- **225+** artifacts in the exhibition
- **240+** new racing-related artifacts acquired
- **10K+** cubic inches of engine displacement in the exhibition
- **70+** combined wins and championships among all cars in the exhibition

**DID YOU KNOW?**

*Fueled by Passion*, the showcase film in the Driven to Win: Racing in America theater, was produced by BRC Imagination Arts, which also created the Manufacturing Innovation film that’s part of the Ford Rouge Factory Tour. The new film shares stories of the passion common to those who have dedicated themselves to racing.

**FIELD TRIPS**

If you’re a teacher, youth group leader or homeschooler, you can align a field trip to Driven to Win: Racing in America with your curriculum. Call 313.982.6001 and press 1 to get started.