

Ford Rouge Factory Tour Social Narrative



TABLE OF CONTENTS

Introduction	3
Legacy Theater	5
Manufacturing Innovation Theater	6
Observation Deck	7
Mezzanine	8
Legacy Gallery/Factory Store	9
Living Laboratory	10

LEGEND



There are bright
lights here.



There are loud
sounds here.



It might be
crowded here.



There is no
climbing here.



There is no
running here.

We are going to the Ford Rouge Factory Tour. Here we will learn about the Ford Rouge Factory and the making of the Ford F-150 pickup.

Before we go, my family or group will need to purchase tickets. We can purchase these tickets at the ticket counters at Henry Ford Museum of American Innovation or Greenfield Village.

To get to the Ford Rouge Factory Tour, we will need to take a short bus ride. In the wintertime, we will wait inside Henry Ford Museum of American Innovation for the bus. Otherwise, we will wait outside at the bus stop.

The bus leaves for the Ford Rouge Factory Tour approximately every 20 minutes. If the bus doors are open, we can wait on the bus to make sure we get a seat. If there are no open seats, we may have the option to stand and hold onto a strap that is fastened to the ceiling or wall of the bus. If the bus is full, we will have to wait patiently for the next bus. When we board the bus, an attendant will scan our tickets.



There are bright lights here.



There are loud sounds here.



It might be crowded here.



There is no climbing here.



There is no running here.



When we arrive at the Ford Rouge Factory Tour, the bus will stop, and we will be asked to exit. We will enter the Ford Rouge Factory Tour building and be greeted by staff members.

These staff members will give us an introduction to what we will experience. It is important to listen carefully to directions and ask questions if we have concerns about the tour.



There are bright lights here.



There are loud sounds here.



It might be crowded here.



There is no climbing here.



There is no running here.

LEGACY THEATER

We will next enter the Legacy Theater. As we approach, the doors will open automatically, and we will be expected to enter promptly. Inside the theater, we will find open seats to sit in and will be instructed not to use cellphones or cameras during the video.

A documentary about the Ford Rouge Factory will play. There are three large screens, which will activate alternately, and at times there is loud music. There are a few images that may be disturbing to viewers. Anyone who is sensitive to loud sounds should wear noise-canceling headphones.



There are bright lights here.



There are loud sounds here.



It might be crowded here.



There is no climbing here.



There is no running here.

MANUFACTURING INNOVATION THEATER

The next area of the factory tour we will enter is the Manufacturing Innovation Theater. As we approach this theater, the doors will open automatically, and we will be expected to enter promptly. Inside the theater, we will find open seats to sit in. A multimedia presentation will begin about how the Ford F-150 is built.

This theater includes large screens around the room. The presentation includes the use of strobe lights, lights on the floor, a truck that appears to be driving toward us, and moving models of a truck and robotic equipment. Our seats will vibrate at times, and there will be a gust of air. Anyone who is sensitive to loud sounds will want to wear noise-canceling headphones or skip this presentation and continue to the Observation Deck.



There are bright lights here.



There are loud sounds here.



It might be crowded here.



There is no climbing here.



There is no running here.

OBSERVATION DECK

We will next take an elevator up to the Observation Deck. A staff member will push the buttons in the elevator, and we will exit the door opposite from where we entered.

The Observation Deck overlooks the Ford Rouge Factory and the Living Roof on top of the factory. There is an area labeled "Living Roof" where we may touch materials used on the Living Roof. For our safety, we are always to keep our feet on the floor and not cross the painted lines on the floor or the guardrails.

MEZZANINE

After we are done on the Observation Deck, we will take the elevator down to the Mezzanine to continue our tour. On the Mezzanine, we can work together on an assembly line to create a model truck in the Flexing for the Future activity. We can also get our picture taken in front of a green screen by a photographer. After the picture is taken, we can look at it and see an image of a truck behind us.

At the Mezzanine level, we will find tables and chairs to rest and vending machines to purchase snacks. If we are hungry, our group may eat here at the tables, or we can wait until we get back to Henry Ford Museum of American Innovation to eat at one of the restaurants there.



There are bright lights here.



There are loud sounds here.



It might be crowded here.



There is no climbing here.



There is no running here.

ASSEMBLY PLANT

If we continue through the Mezzanine, we will come to a bridge that takes us to the entrance of the factory. The bridge is enclosed, with high ceilings, beams and large windows. While we cross the bridge, we pay attention to signs and videos that explain the rules for entering the factory:

1. Children must stay with their parents or chaperones.
2. Do not climb on railings.
3. No cameras or recording devices.
4. Do not distract employees.

Once inside the factory, it is important to be safe and respectful and to stay with the person or people who brought us. We should not talk to or wave at the employees working.

Inside the factory, we will see real vehicles being manufactured. We will also see maps and signs that explain what is happening at each stage of the production process.

It is moderately loud inside the factory. Anyone who is sensitive to loud sounds should wear noise-canceling headphones. We may smell rubber, metal or other scents that are new or strong. If we need to take a break, we should let the person or people we came with know.



There are bright lights here.



There are loud sounds here.



It might be crowded here.



There is no climbing here.



There is no running here.

LEGACY GALLERY

From the Mezzanine, we can choose to take the stairs or elevator down to the Legacy Gallery, Factory Store and exit. In the Legacy Gallery, we can look at vehicles. We should not touch the vehicles.



FACTORY STORE

In the Factory Store, we will find souvenirs for purchase. It is important to stay with the person or people who brought us and to ask permission to touch or buy items in the store. If we wish to purchase items in the store, we must pay the cashier for them before leaving.



There are bright lights here.



There are loud sounds here.



It might be crowded here.



There is no climbing here.



There is no running here.

LIVING LABORATORY TOUR



If we choose to go on the Living Laboratory Tour, we may ask the attendant as we exit the Ford Rouge Factory Tour. This tour is available mid-April through mid-September and involves taking a short walk around the area outside of the Ford Rouge Factory Tour building.

It is important to stay with the person or people who brought us and to follow directions from the tour guide. We should look both ways before crossing the street, as buses pull in regularly.

During the tour, we will stay on the pathway. We should not go into the wetlands. We may hear traffic nearby as well as birds in the wetlands. We may see birds, frogs and bees. The tour guide will explain how the Rouge Factory reuses and recycles materials, how it filters water through plants and how water is heated through solar power. When the tour guide takes us near the beehive, we should stay behind the tour guide. We should not run, scream or try to touch the bees or beehive.



There are bright lights here.



There are loud sounds here.



It might be crowded here.



There is no climbing here.



There is no running here.

After the tour, we will go back to the bus stop. It is important to stay with the person or people who brought us and to follow directions from the tour guide.

After we have finished our tour, we will board the bus at the bus stop. The bus will take us back to Henry Ford Museum of American Innovation, where we will exit. We may continue visiting the museum or leave for the day.



There are bright lights here.



There are loud sounds here.



It might be crowded here.



There is no climbing here.



There is no running here.

**Thank you for visiting the
Ford Rouge Factory Tour!**