

Contact: Beth Dunwody
Bright Blue Sky Productions
478.471.0077 ext. 116
478.475.5567 (Fax)
beth@brightbluesky.com

FOR IMMEDIATE RELEASE

LUCE GIFTS FIRST SCHOOL BUS, BLUE BIRD NO. 1, TO THE HENRY FORD

(MACON, GEORGIA, MARCH 7, 2008)

It is with great pleasure that Albert L. “Buddy” Luce, Jr. joins with The Henry Ford to announce the acquisition of one of the first school busses in the country, Blue Bird No. 1. Luce gifted the bus to The Henry Ford in Dearborn Michigan where it will be prominently displayed within the Henry Ford Museum later this year. Blue Bird No. 1 was designed and built on a Ford Model T chassis by Luce’s father in 1927. His design evolved into a multi-national school bus company. Buddy Luce began working at the company in 1935, serving as CEO for the last 20 years of his tenure until the company was sold in 1992. The family retained the historic bus, Blue Bird No. 1, until it was transported to Dearborn.

The Luce family connection with The Ford Motor Company is longstanding. Albert L. Luce, Sr. worked at a Ford dealership in Manning, SC in the early 1920’s before buying his own Ford dealerships in Fort Valley and Perry, Georgia. His son, Buddy’s first visit to Detroit was in 1937, when his father drove his family to pick up a new car from the Ford plant. Before driving back to Georgia they spent a day at Greenfield Village and Henry Ford Museum where Blue Bird No.1 now resides.

Regarding the gift, Luce said, “Donating No. 1 to The Henry Ford at this time is meaningful to me for many reasons. Last year was the 80th anniversary of Blue Bird Body Company (Now Blue Bird Corporation), and I feel this is a great way to acknowledge that milestone. In addition, 2008 is the centennial of the Model T Ford. The Henry Ford is planning many programs about the innovative and entrepreneurial qualities of Henry Ford’s universal car. Blue Bird No. 1 will be a valuable addition to their collection.

It gives me great comfort to know that No.1 will be housed at a facility where it will be preserved in the years ahead and be available for thousands of people to see for many generations to come. I have a real joy in knowing that Blue Bird No. 1 is at the right place”.

For more information regarding the exhibit of Blue Bird No. 1 please refer to the enclosed Press Release from The Henry Ford.

Footage courtesy of Bright Blue Sky Productions, LLC
Photos courtesy of Erwin Harrison

- END -