

## Unit 2 Topic 3.1 Page 118

### Activity: Media

#### Corporate crime 1

#### Learning objective

At the end of this activity you should be able to:

- understand the considerations made by Ford in deciding whether to release the Ford Pinto onto the market.

Using the link below, answer the questions that follow.

<https://www.youtube.com/watch?v=PAI5T8UecEY>

1. Why did American car buyers want smaller, more efficient models?
2. Which country was supplying the kinds of vehicles buyers wanted?
3. Why did Ford want to produce their new range quickly?
4. What problem did Ford notice with the new Pinto during testing?
5. What regulations existed regarding gas tanks in collisions, at the time of testing?
6. Despite the Pinto conforming to government regulations, why could it be seen as wrong to go ahead with production of the car?
7. How much would re-designing the gas tank have cost and who would have paid for the change?
8. What was the damage Ford predicted if the car was not re-designed?
9. What did Ford use to calculate the loss if the car was not re-designed?
10. Why might the measures used by Ford, to determine the 'cost' of the re-design, be inappropriate?
11. What happened when the car was sold to people?
12. What was the additional cost for the redesign for the customers? Do you think they would have paid this if they knew the problems with the car?