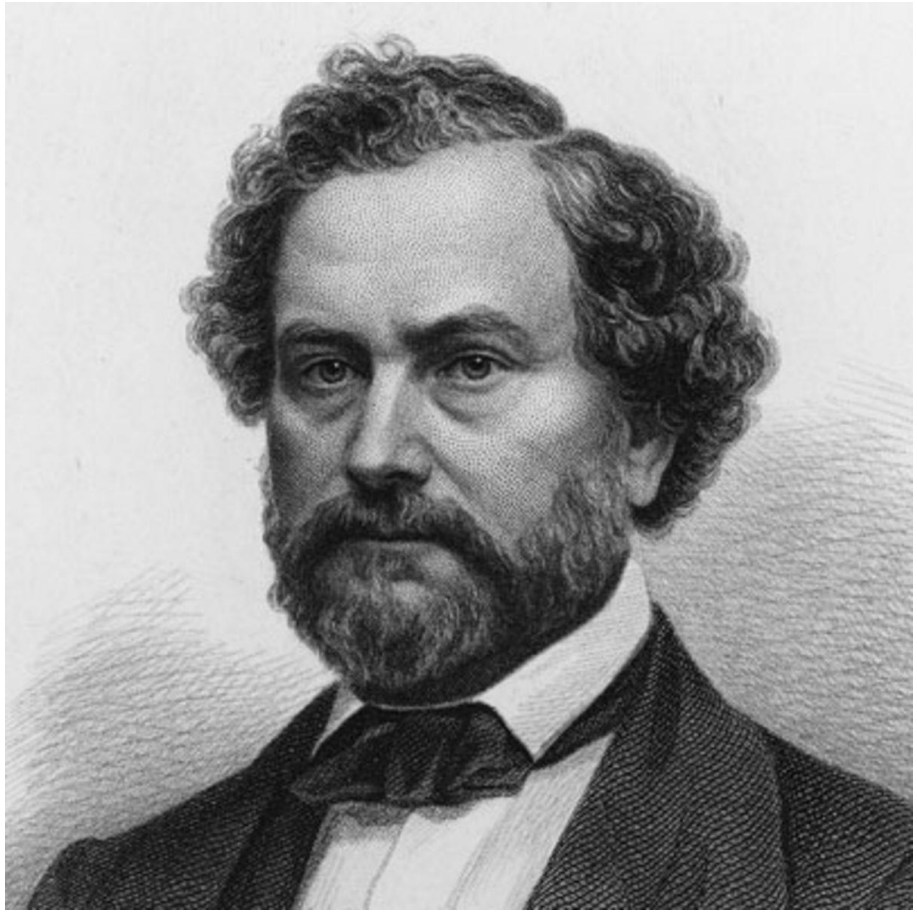


# COLT



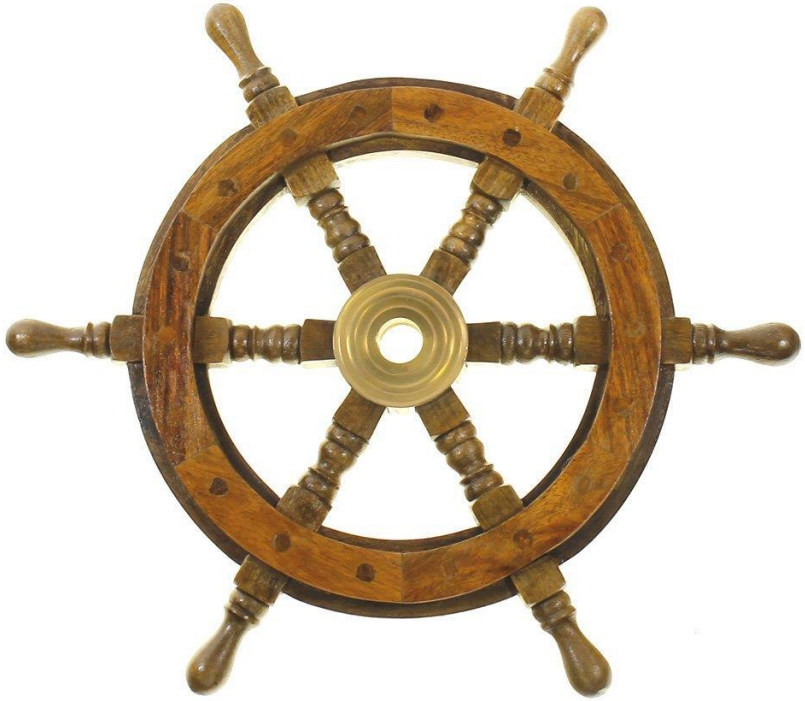
# SAMUEL COLT
## 1814 - 1862

# THE COLT STORY



1830

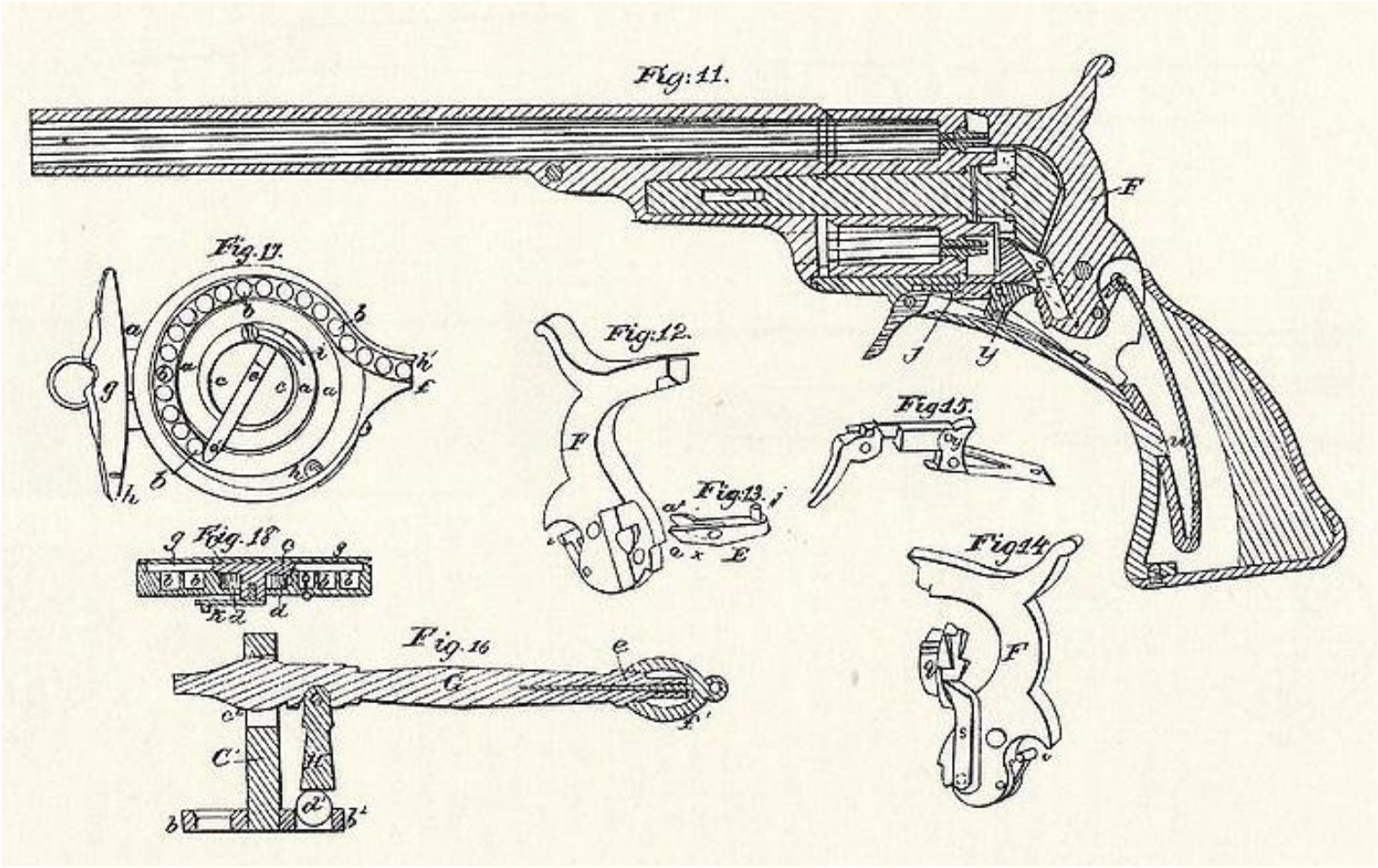
# THE COLT STORY





# Histoire d'Entreprise

## THE COLT STORY




1835

EUROPEAN PATENT



# 1836

## PATENT ARMS MANUFACTURING COMPANY IN PATERSON

THE COLT STORY




# 1842

## PATENT ARMS MANUFACTURING COMPANY IN PATERSON

# Histoire d'Entreprise

## THE COLT STORY



# 1847

# COLT'S PATENT MANUFACTURING COMPANY IN HARTFORD

## THE COLT STORY



# COLT'S DRAGOON MODEL

# Histoire d'Entreprise

## THE COLT STORY

1

**COLT'S,**

**New Breech Loading**

**METALLIC CARTRIDGE REVOLVERS.**

FOR SALE BY THE TRADE GENERALLY.

—MANUFACTURED BY—

**Colt's Patent Fire Arms Manufg. Co.,**

HARTFORD, CONN.

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**COLT'S,**

METALLIC CARTRIDGE,

**Army Six Shot Revolving Pistol.**



.44 Calibre, Weight 2 lbs. 11 oz., Weight of ball 212 grains or 33 to the pound.

The Drawing is one-half the size of the Pistol.

**PRICE $16.**

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**COLT'S,**

METALLIC CARTRIDGE,

**Navy Six Shot Revolving Pistol.**

.36 Calibre, Weight 2 lbs. 11oz.. Weight of ball 140 grains or 80 to the pound.

The general appearance of the Pistol is the same as that of the Army Pistol. See cut above.

**PRICE $15.**

# Histoire d'Entreprise

## THE COLT STORY



COLT®

COMPANY STILL ACTIVE TODAY

30 MILLIONS WEAPONS SOLD

# (Parenthèse sur les marques)

# Histoire d'Entreprise







EVOLUTION DU LOGO COCA COLA

# Histoire d'Entreprise




1903




1909




1912




1912




1927




1957




1976




2003-now

EVOLUTION DU LOGO COCA COLA

# Histoire d'Entreprise




1910




1915




1925




1946




1950




1972




1982




2015

## EVOLUTION DU LOGO ALFA ROMEO

# (fin de la parenthèse)

# THE COLT STORY



## COSTLY INNOVATIONS

# THE COLT STORY




## COSTLY INNOVATIONS

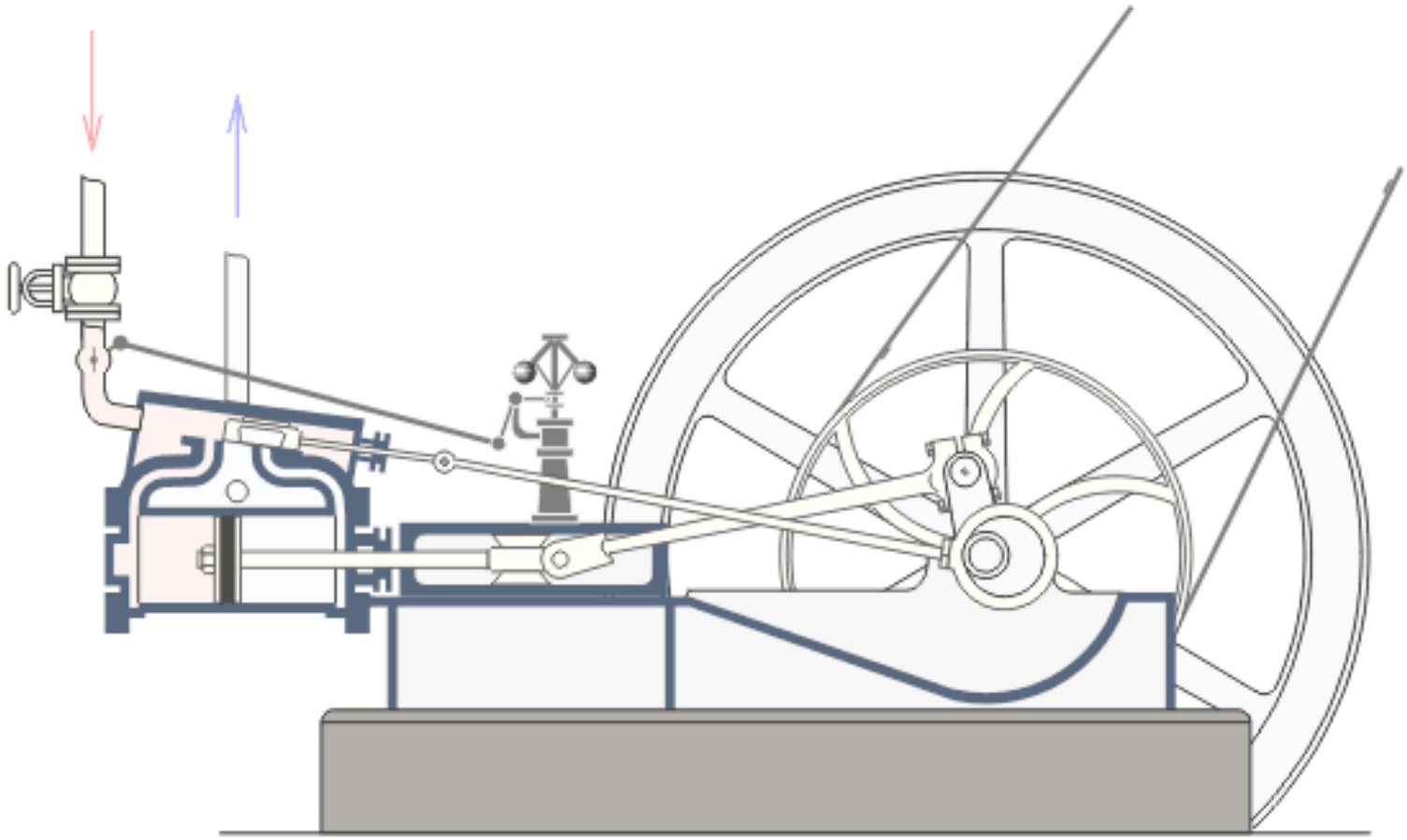
# Histoire d'Entreprise

## THE COLT STORY



## MARKETING

# THE COLT STORY



# THE COLT STORY



## 1854

THE BOILER THAT FED THE MACHINERY AT THE FALES & GRAY CAR WORKS IN HARTFORD EXPLODED, KILLING 16 WORKERS AND INJURING MANY MORE

# Histoire d'Entreprise

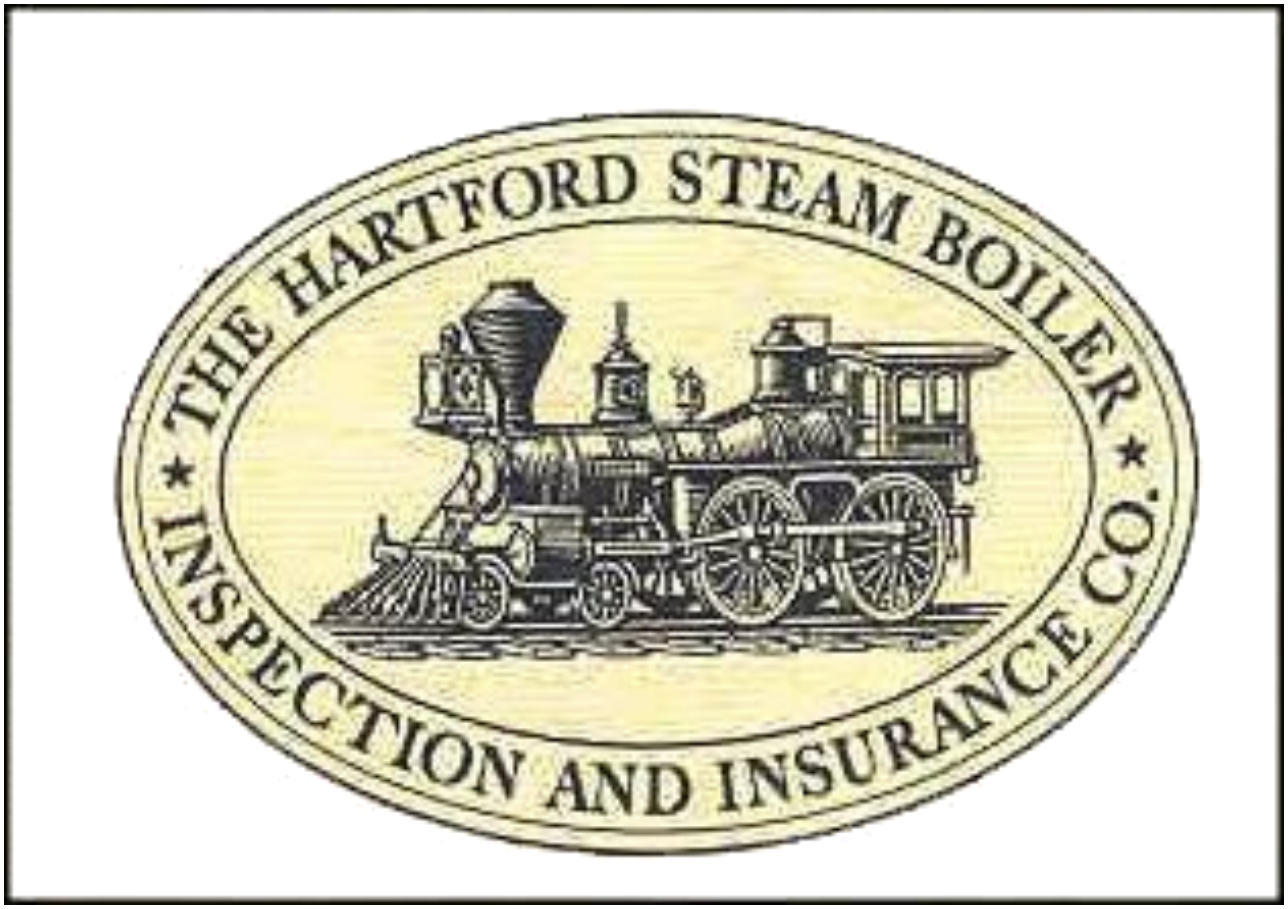
## THE COLT STORY



Hartford Hospital

# Histoire d'Entreprise

## THE COLT STORY




1866

HARTFORD STEAM BOILER INSPECTION &
INSURANCE CO.

# Histoire d'Entreprise

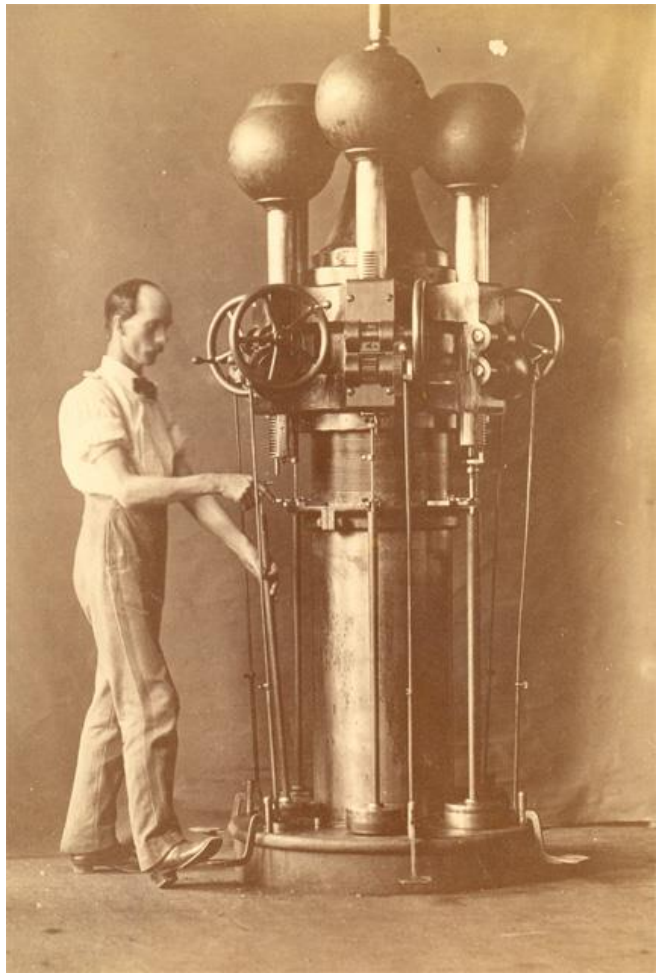
## THE COLT STORY



# Histoire d'Entreprise

## THE COLT STORY





# Histoire d'Entreprise

## THE COLT STORY

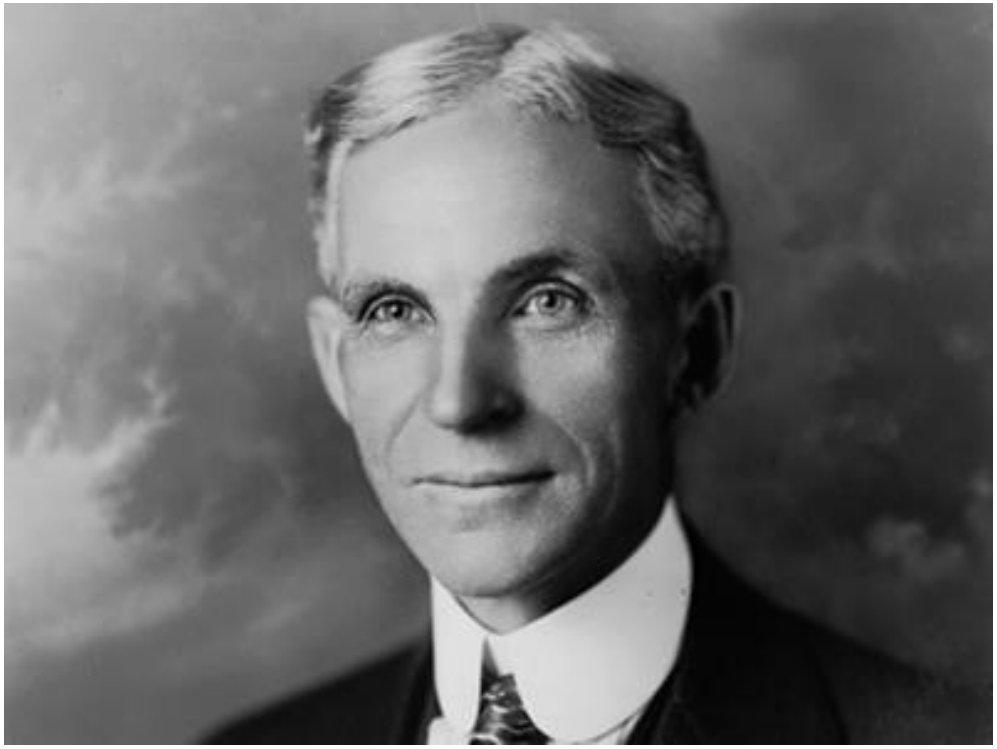


# Histoire d'Entreprise

## THE COLT STORY



# One (other) Example



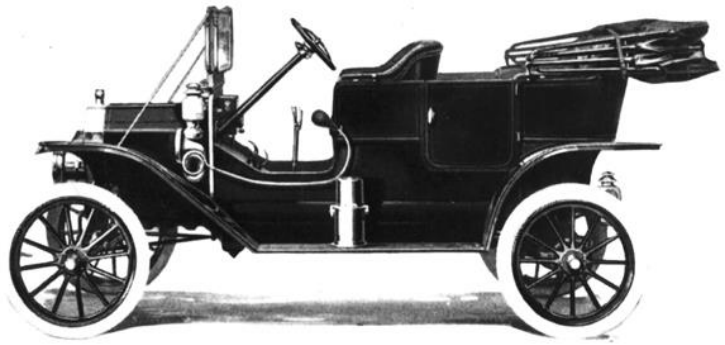
# HENRY **FORD**

1863 - 1947

# Defining Value



## A Complete Line of Model T's to Choose From

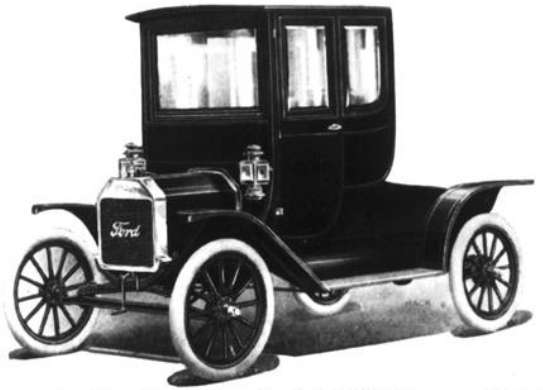


5-Passenger Touring Car, Fully Equipped

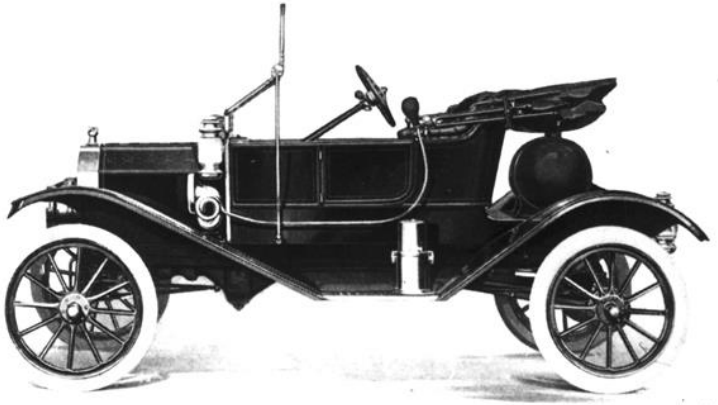


3-Passenger Roadster, Fully Equipped

## Ford Car Models Supply Every Demand



2-Passenger Coupé, Equipped with 3 Oil Lamps, Tubular Horn and Kit of Tools



2-Passenger Torpedo Runabout, Fully Equipped

# Defining Value




## THE FORD STORY

## VIDEO

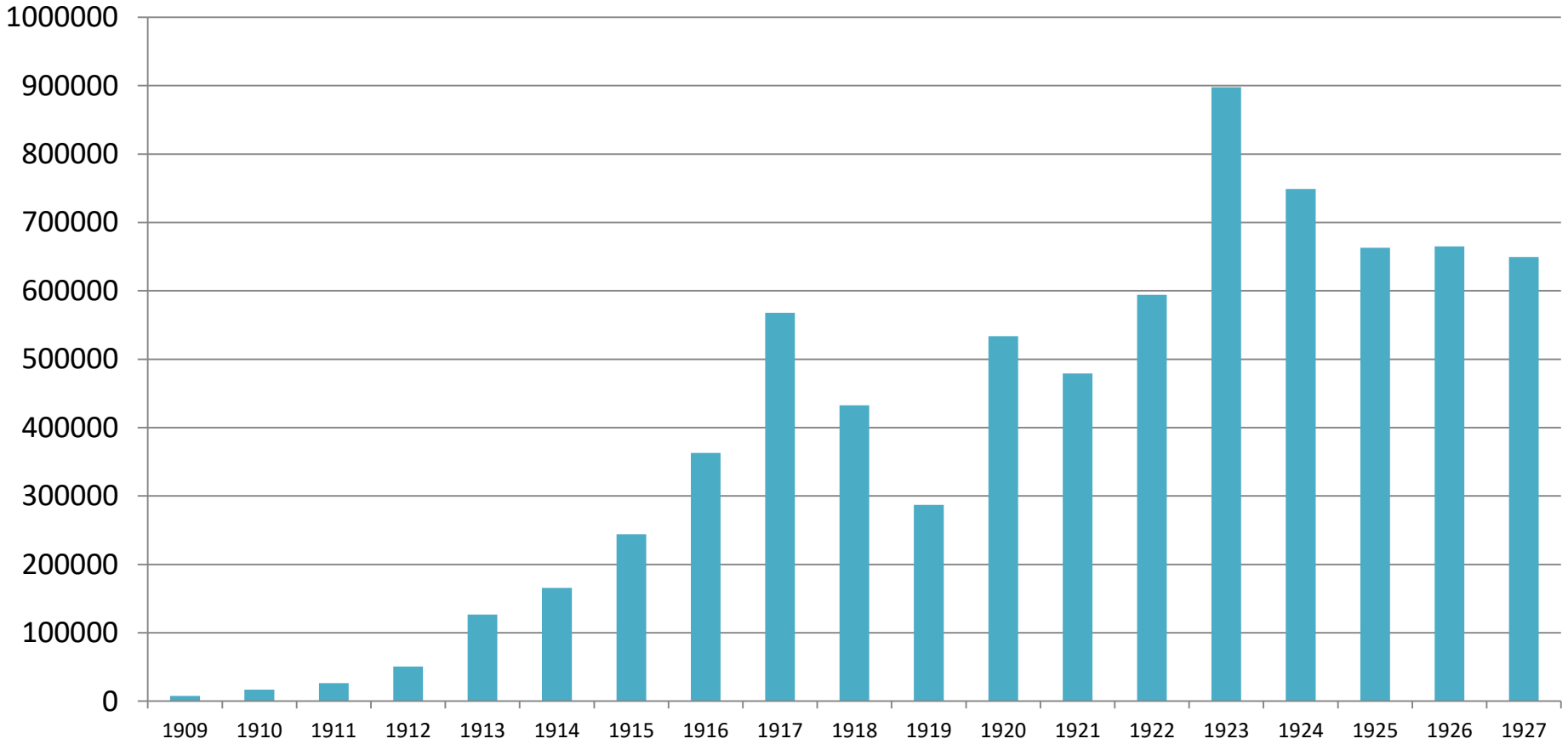
"HOW WE GOT HERE" SERIE

Henry Ford's Inspiration for Assembly Lines

http://www.ahctv.com/tv-shows/how-we-got-here/how-we-got-here-video/henry-ford-revolutionized-car-manufacturing/

# Defining Value

## THE FORD STORY

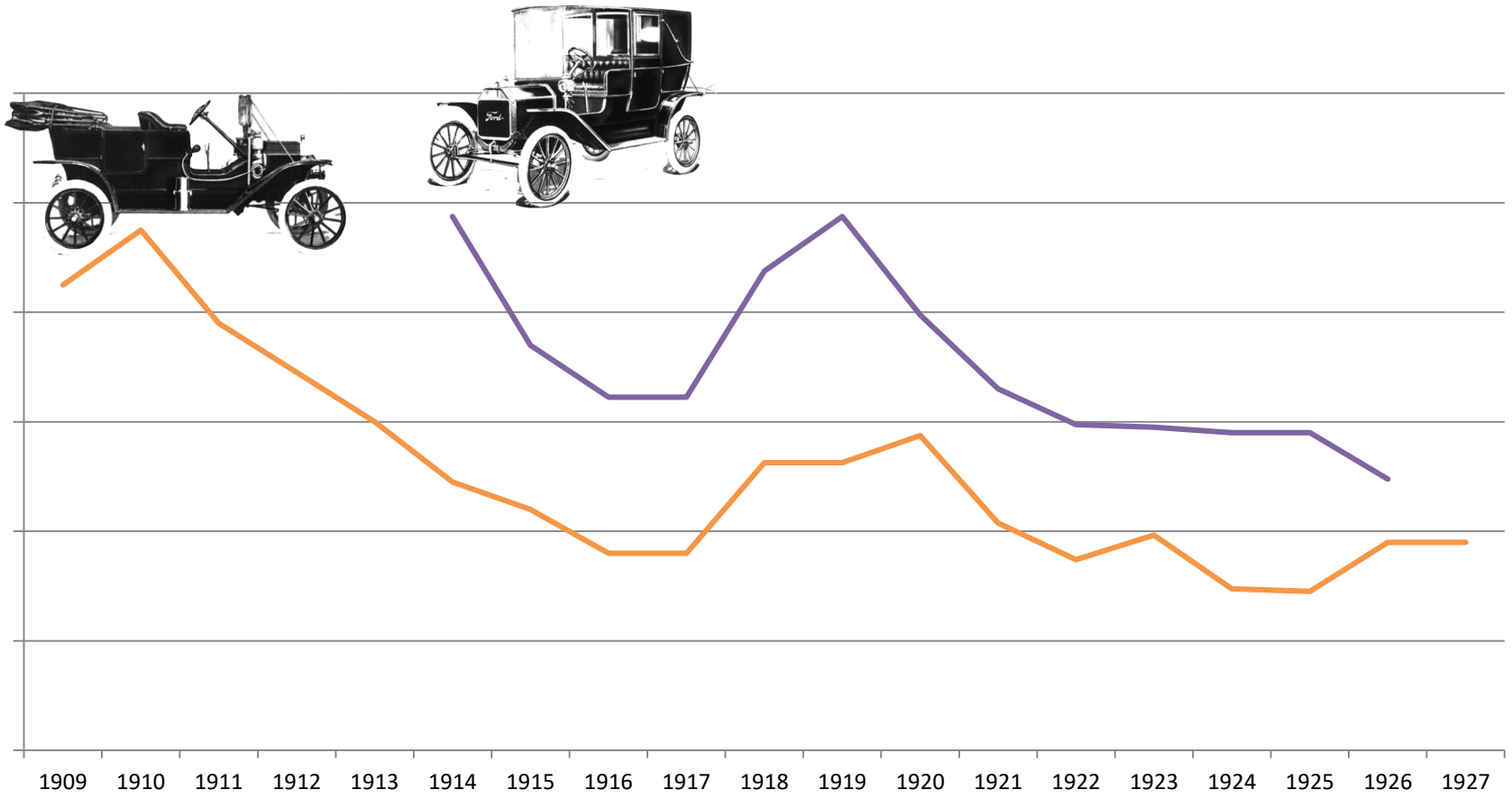



Production of « Touring » Model T Ford cars

SRC : http://www.mtfca.com/encyclo/fdprod.htm

# Defining Value

## THE FORD STORY

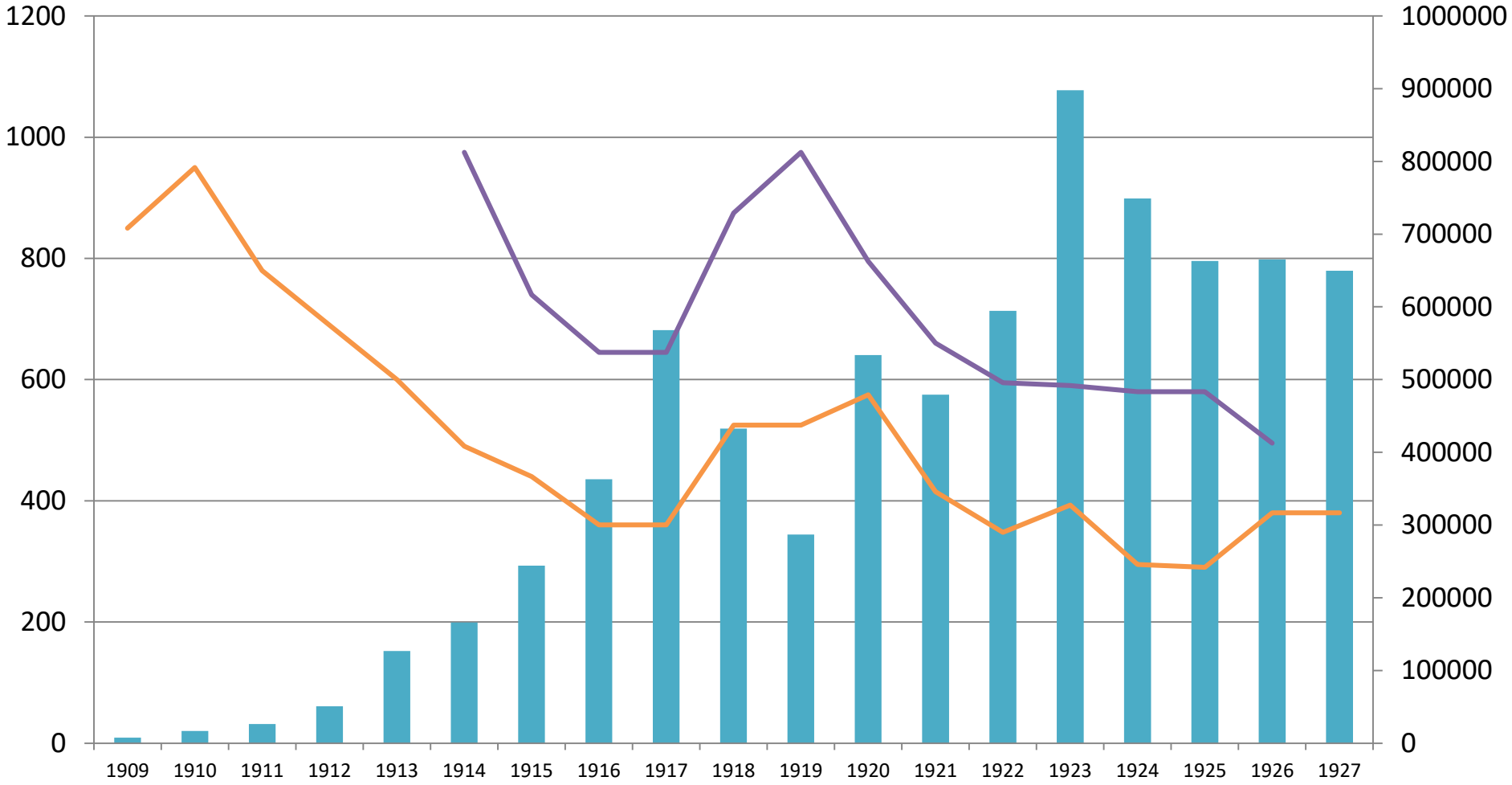



Prices of « Touring » & « Tudor » Model T Ford cars

SRC : http://www.modelt.org

# Defining Value

## THE FORD STORY



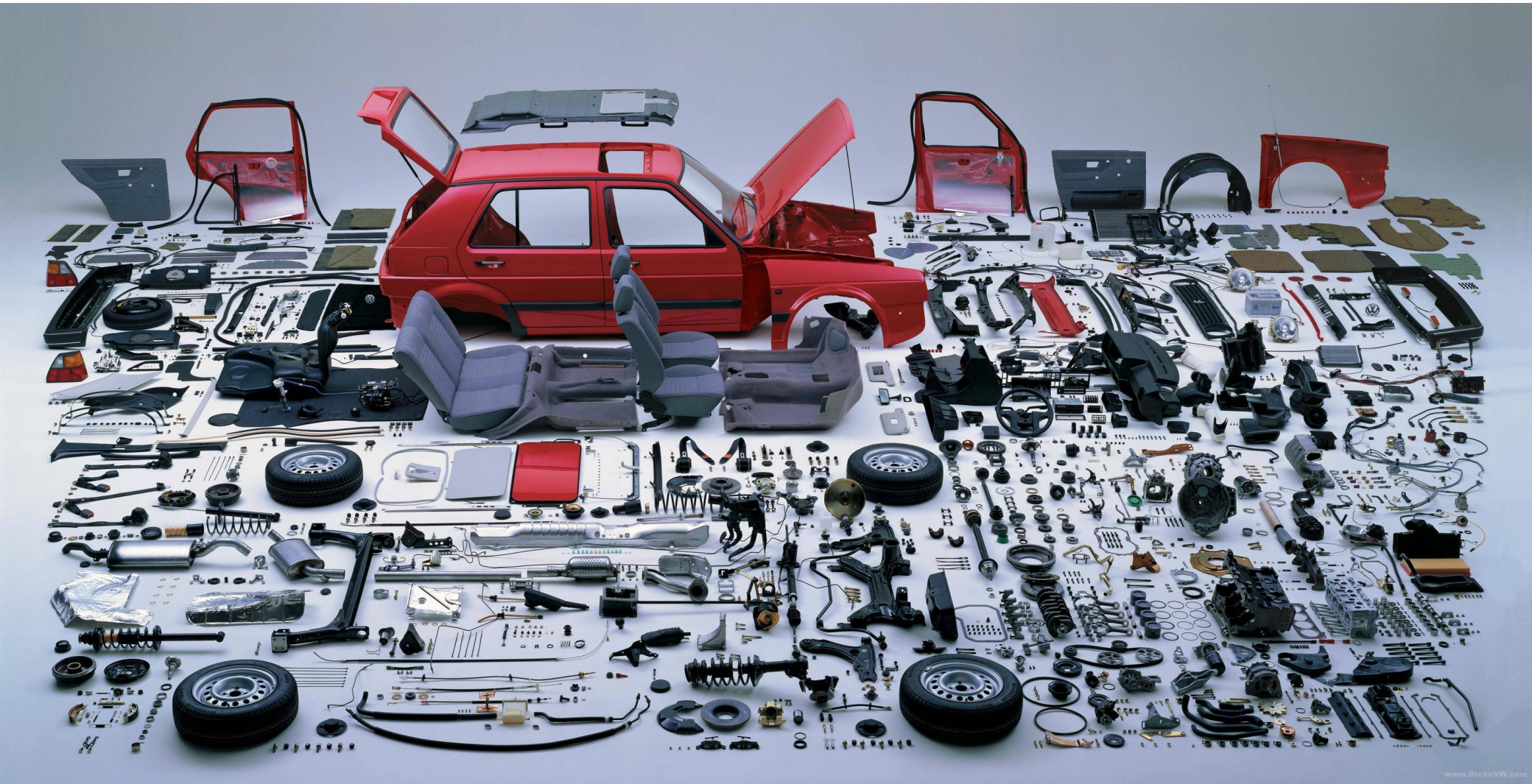

Comparison of Production & Prices

SRC : see previsous slides

# So,... what's in a car?

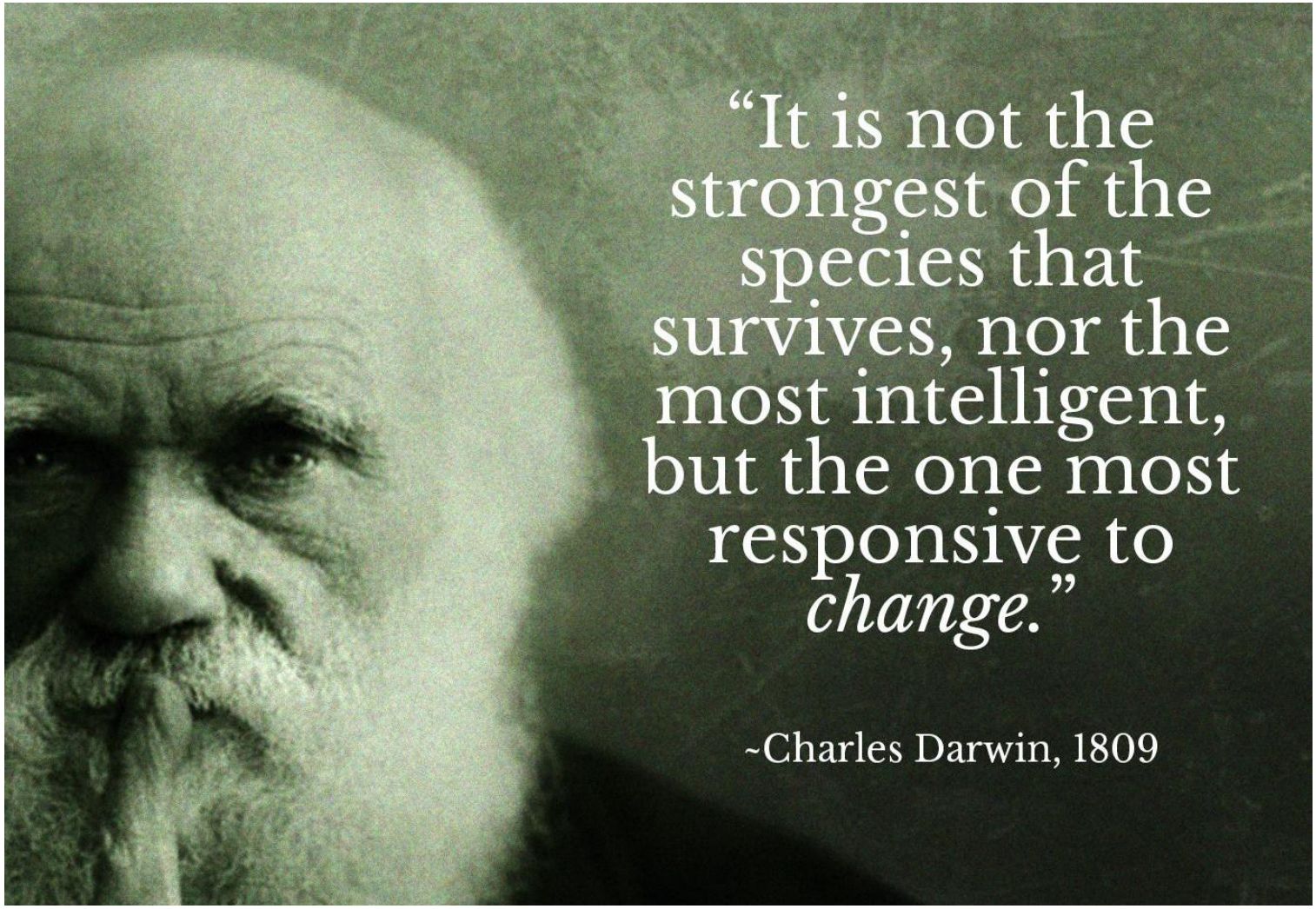
# Defining Value

## A CAR STORY



# Defining Value

## A CAR STORY



# Defining Value

## A CAR STORY



# PEUGEOT 205

# Defining Value

## A CAR STORY




# PEUGEOT 206

# Defining Value

## A CAR STORY




# PEUGEOT 207

# Defining Value

## A CAR STORY




# PEUGEOT 208

# Defining Value

## A CAR STORY




VOLKSWAGEN POLO




RENAULT CLIO

# Defining Value

## A CAR STORY




TALBOT SAMBA




TALBOT-MATRA RANCHO

# Defining Value

## A CAR STORY




DMC DELOREAN




RENAULT ALPINE

# Defining Value

## A CAR STORY




« *Your old car has got a huge value* » - Peugeot advertising campaign

# Defining Value

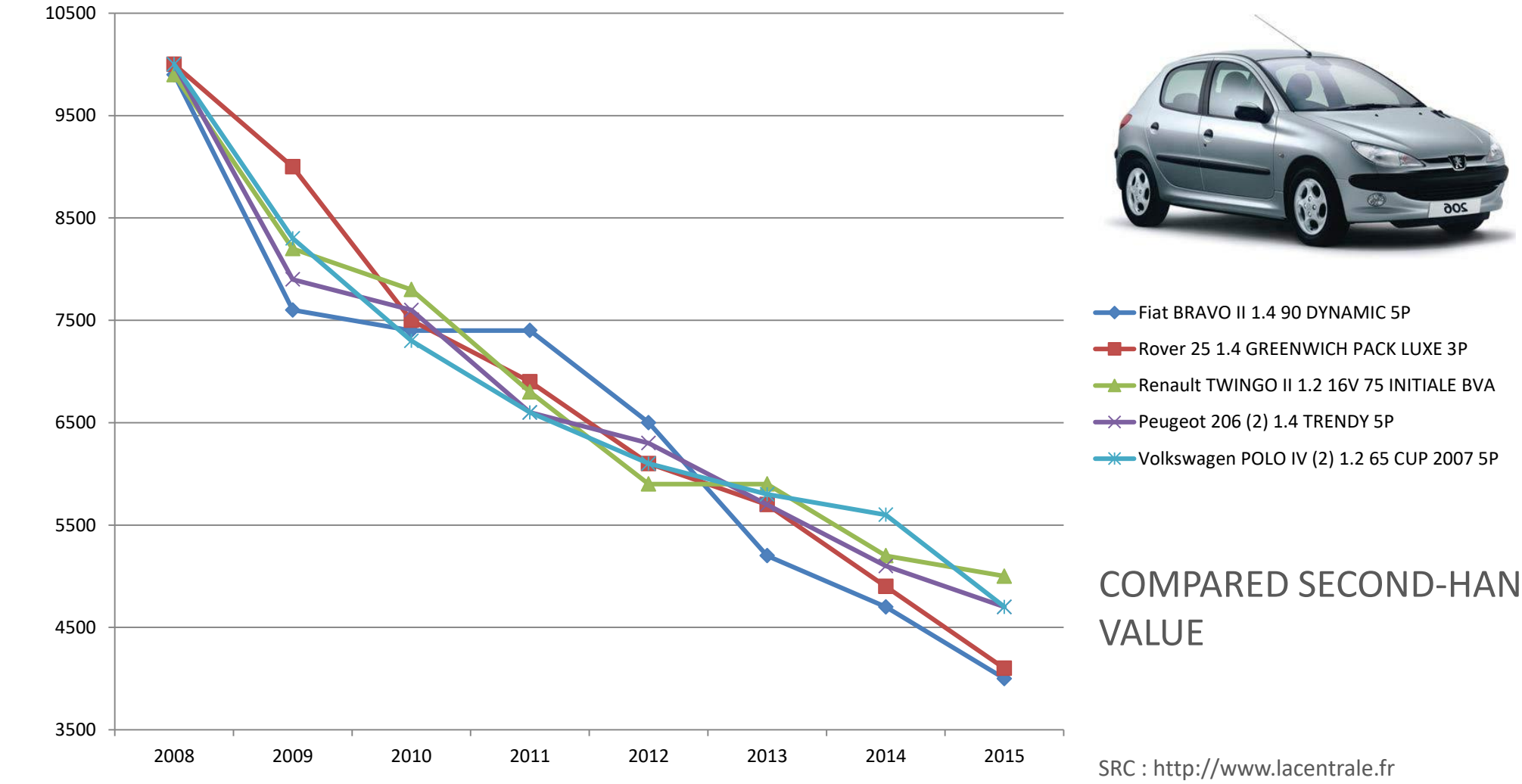
## A CAR STORY




« *Your old car has got a huge value* » - Peugeot advertising campaign

# Defining Value

## A CAR STORY





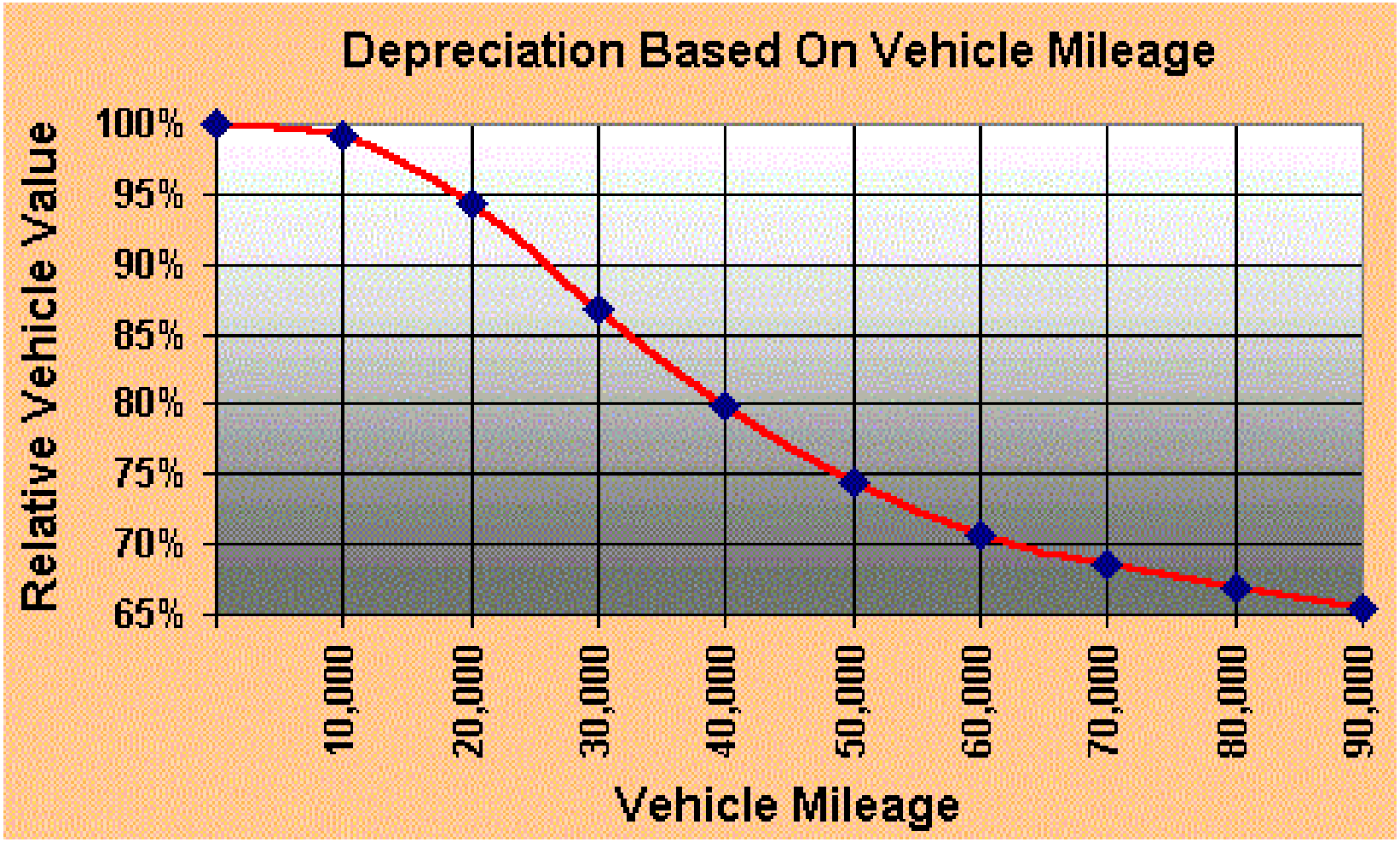

- Fiat BRAVO II 1.4 90 DYNAMIC 5P
- Rover 25 1.4 GREENWICH PACK LUXE 3P
- Renault TWINGO II 1.2 16V 75 INITIALE BVA
- Peugeot 206 (2) 1.4 TRENDY 5P
- Volkswagen POLO IV (2) 1.2 65 CUP 2007 5P

COMPARED SECOND-HAND VALUE

SRC : http://www.lacentrale.fr
as of October 2015

# Defining Value

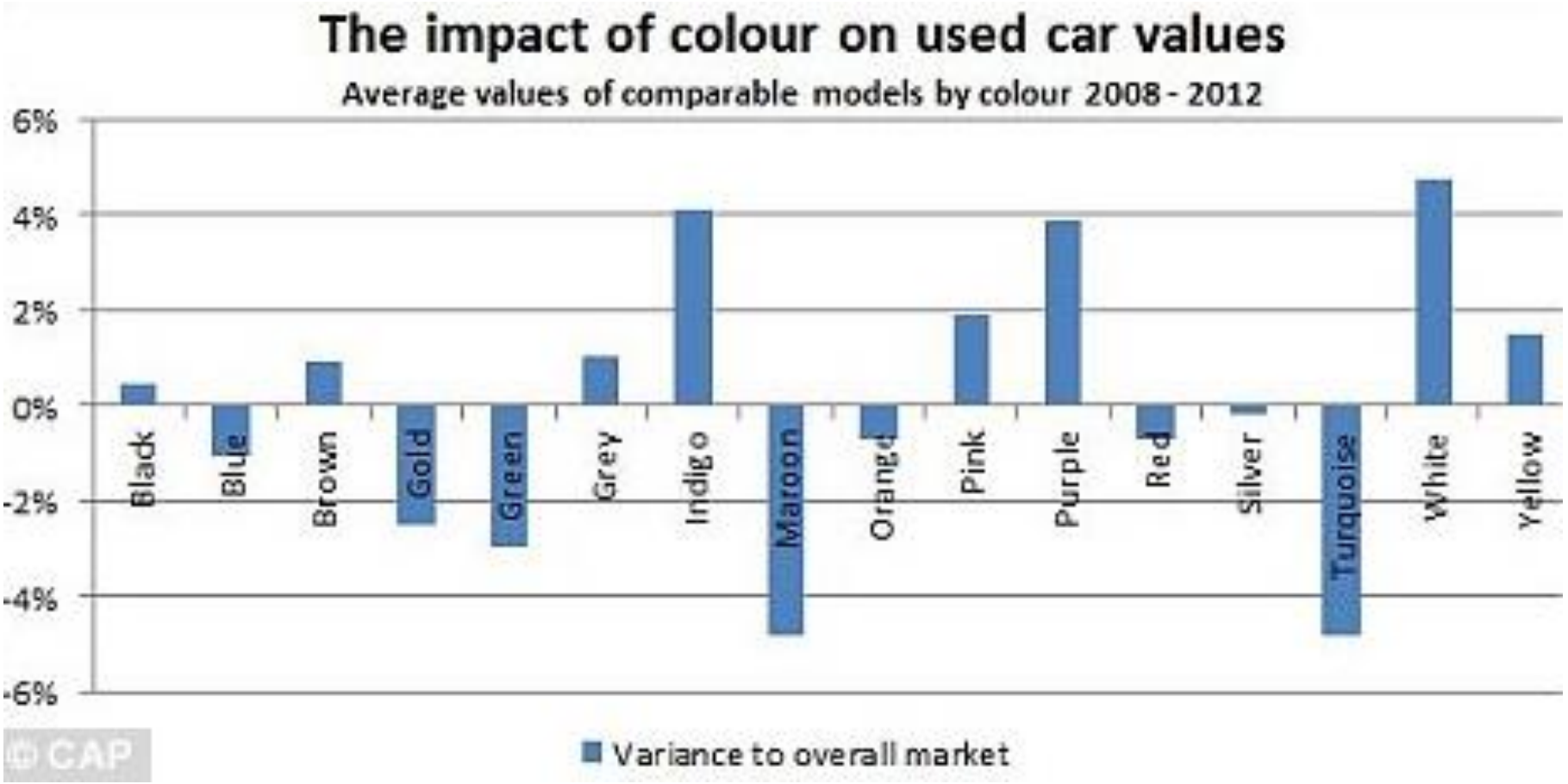
## A CAR STORY




SRC : http://www.fountainware.com/Products/carbuyer/theory.htm

# Defining Value

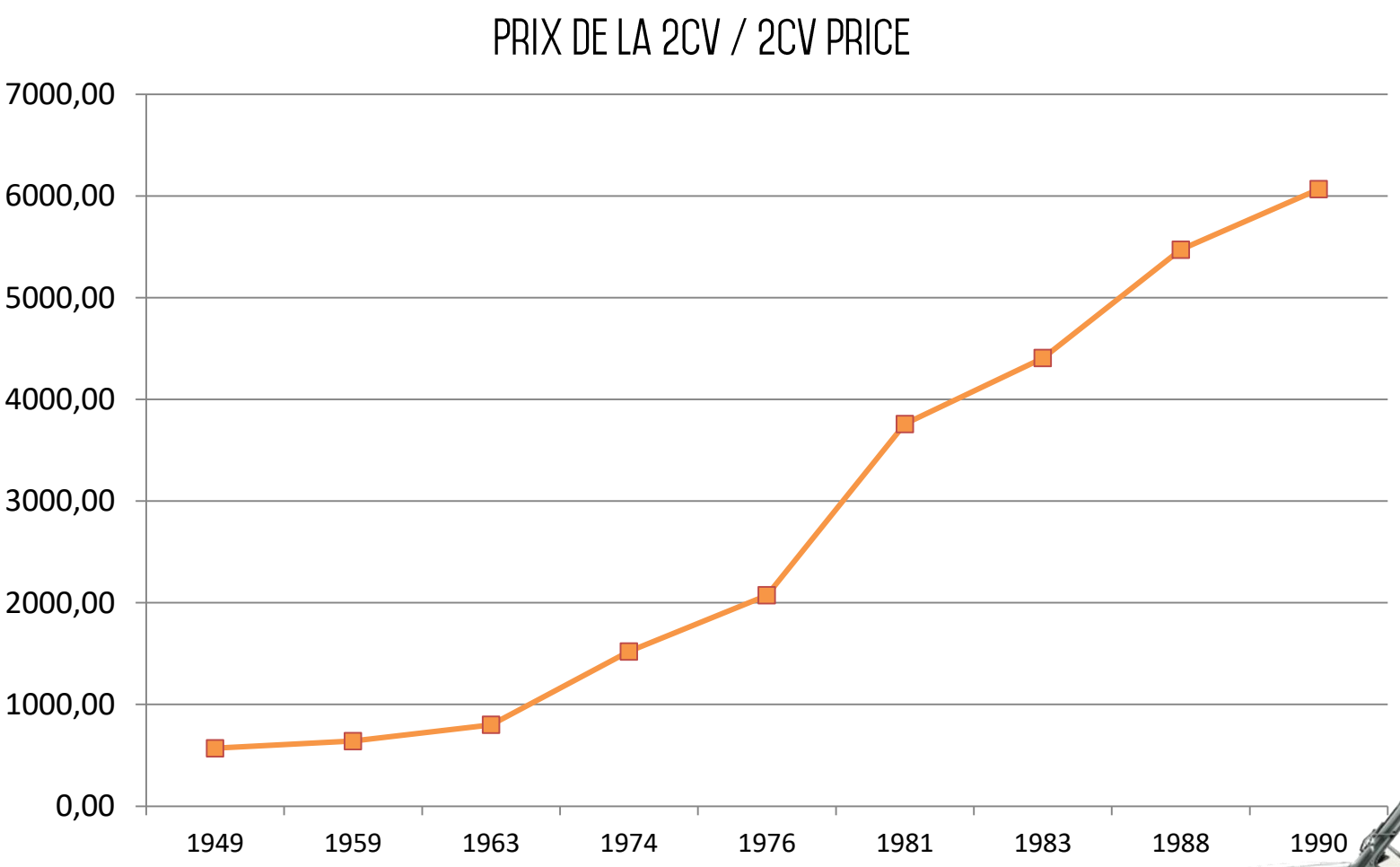
## A CAR STORY




SRC : http://www.kbb.com/car-advice/articles/best-color-to-buy/

# Defining Value

## A CAR STORY




Evolution of 2CV Prices in actual euros (equivalent)

SRC : http://2cv-legende.com/decouvertes-sur-la-deuche/prix-des-2cv-en-francs



# Defining Value

## A CAR STORY

| Modèles | Années | Cote |
|---|---|---|
| CITROËN<br>2 CV A berline (375) | 1949-1953 | 14 500 € |
| CITROËN<br>2 CV A berline (375) | 1953-1955 | 13 000 € |
| CITROËN<br>2 CV AZ berline (425) | 1955-1957 | 9 500 € |
| CITROËN<br>2 CV AZL berline (capote longue) | 1957-1960 | 9 000 € |
| CITROËN<br>2 CV AZL-P berline (porte de malle) | 1957-1961 | 8 500 € |
| CITROËN<br>2 CV AZL berline (nouveau capot) | 1961-1963 | 6 500 € |

Price quotation for 2CV models

SRC : http://www.lva-auto.fr



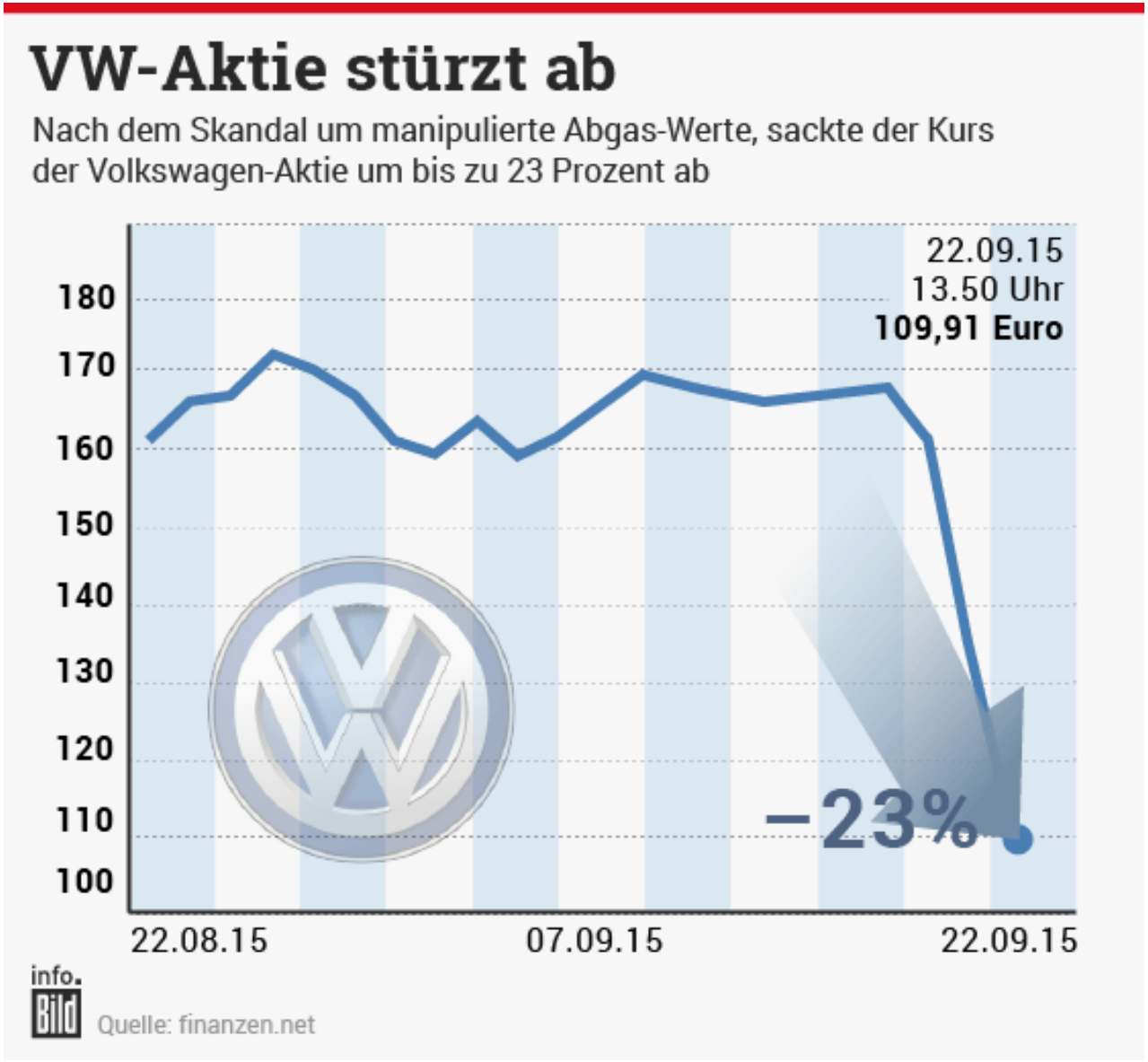
# Defining Value

## A CAR STORY



# DEFINING VALUE

## A CAR STORY




# DAS SKANDAL

Thank you
for your attention