

Ford pinto



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BUSTER**

In our opinion, we think that Ford Company is morally wrong if the savings resulting from not improving the Pinto gas tank had been passed on to force's customers. We will say is morally wrong because Pinto do not meet the safety standard propose by the National Highway Traffic Safety Administration (NHTSA). The safety standard of NHTSA is to reduce fires from traffic collisions. This standard required that all new cars produced by 1972 should be able to withstand a rear-end impact of 20 mph without fuel lost and 30 mph when 1973.

The result shows that Pinto had ruptured gas tanks and dangerous leaks. Although Ford knew that the Pinto represented a serious fire hazard when struck from the rear, even in low-speed collisions and it will also cause fuel leakage in rollover accidents but Ford did not do something to solve it. Actually Ford just needs to modify Pinto in some way such as with a rubber bladder in the gas tank o a piece of steel between the tank and the rear bumper.

A rational customer would not choose to save a few dollars to having the higher risk by using dangerous gas tank. That is because the value of the few dollars that customers save is not comparable to life. If potential customers knew about Ford's decision that Pinto do not meet the safety standard and Ford did not to modify the ruptured gas tank, customers would not buy Pinto again because they will not put risk to their life.