

# **Innovation in the automotive industry**

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# The Ford Discovery Centre

The Ford Discovery Centre was opened in April 1999 to showcase the history and innovation of Ford's operations in Australia.

Perhaps appropriately for course attendees, it is housed in a former wool store, which has been remodelled as part of the Deakin University Waterfront Campus in central Geelong. It is just across the road from the site where Ford began its Australian operations in 1925.

For a preview of the centre visit the website at <http://www.forddiscovery.com.au>.

