

Year	Production	Registration
1900	4,192	8,000
1902	9,000	23,000
1904	22,130	54,590
1906	33,200	105,900
1908	63,500	194,400
1910	181,000	458,377
1912	356,000	901,596
1914	548,139	1,664,003
1916	1,525,578	3,367,889

Table 4.3: The mass production of automobiles started in 1908 with the Model T Ford. Within six years, over one million automobiles had been registered. Within eight years, over one million automobiles were being produced a year. Source: Facts and Figures, Automobile Manufacturers Association, New York, New York, 1950. Also, Encyclopedia Britannica, Motor Cars, Volume 15, page 881, Encyclopedia Britannica, Inc., Chicago, 1957.

fact, it is a company that provides an example of a rare combination of marketing and technology innovation.

Bill Bowerman was one of the co-founders of the company, which was originally called Blue Ribbon Sports or BRS. He was the University of Oregon track coach from 1944-1972, and while he was there, his teams won four NCAA team championships and he coached 44 All Americans and 19 Olympians. He observed that every ounce shaved from a shoe decreased by 200 pounds the weight lifted by his runners in a typical race [105]. In 1967, Bowerman began development of BRS's Marathon, which was one of the first running shoes made from lightweight nylon.

The year 1971 was a pivotal one for the company, both from a marketing and a technological viewpoint. In 1971, according to company lore, Jeff Johnson, the company's first employee, had a dream the night before the first shoe