**Ford Pinto Discussion Questions**

1. *List as many (positive and negative) factors as you can that might affect the overall utility created by the Ford Pinto (as manufactured until 1977). Include approximations of the numbers of people affected, and then the overall costs and benefits*.

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| **Factors** | **Utility produced (approximate calculation in $)** |
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1. *How many of the above factors did Ford incorporate into its judgement that manufacturing the Pinto without gas-tank protection produced more social benefits than costs? Did Ford leave out any social costs associated with the Pinto?*
2. *Were the true total benefits of the Pinto greater than its costs? (Explain with actual utility calculations)*
3. *How might a purely cost-benefit analysis be inappropriate in such cases? (E.g. regarding justice or rights?)*