



Jon Lauckner
*GM Vice President,
Global Program Management*





Product Development Process

“THEN” & “NOW”

GM Regions





GLOBAL OPPORTUNITIES *Began to Emerge*



INTEGRATIONAL Architectures



2004

GLOBALIZING

Product Development
Around Vehicle Architectures

The image features the year '2005' in large, light blue, 3D-style numerals. A dark blue square with the 'GM' logo in white is positioned over the second zero. The background is a dark blue world map with glowing blue lines and a light blue horizontal band at the bottom.

2005

Global Architecture Development Teams (GADTs)

Global Architecture Development Teams (GADTs)

United States

Compact Crossovers
Luxury Rear Wheel Drive
Full-size Trucks & Vans
Large Crossovers
Performance Cars
Electrically-driven Vehicles

Germany

Mid-size Vehicles
Compact Vehicles

Korea

Mini Vehicles
Small Vehicles

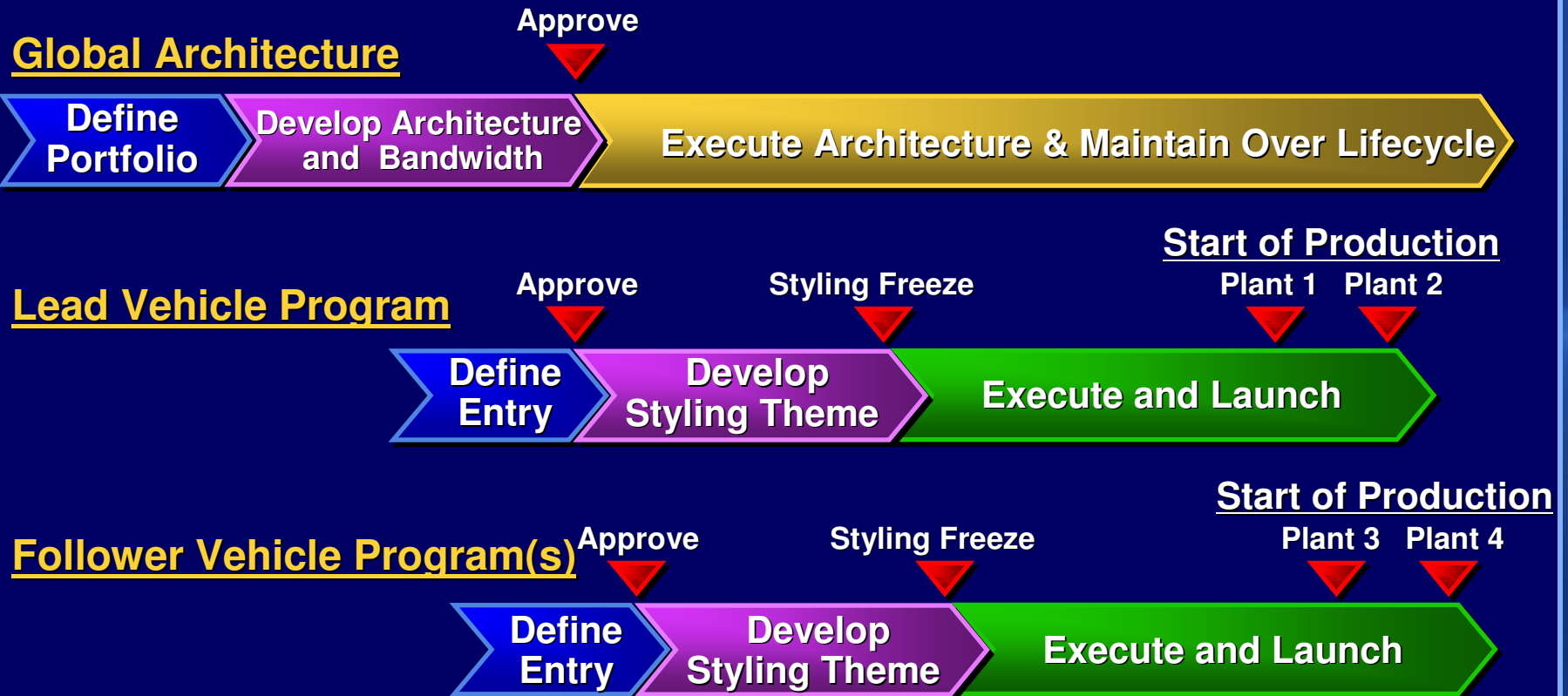
Brazil

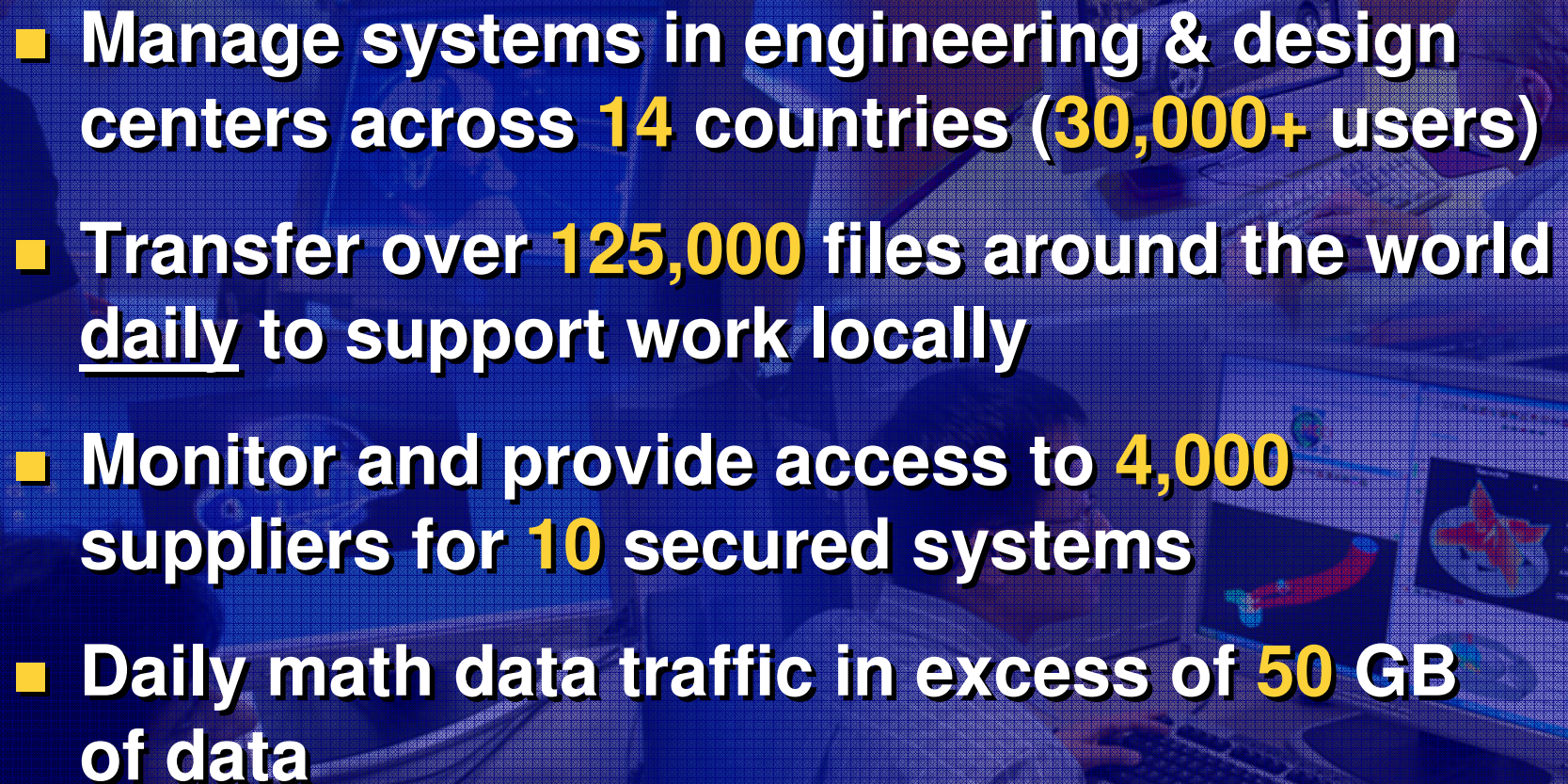
Mid-size Trucks

Australia

Large Rear
Wheel Drive

Global Vehicle Development Process – Framework Architecture and Vehicle Programs



- 
- Manage systems in engineering & design centers across **14** countries (**30,000+** users)
 - Transfer over **125,000** files around the world daily to support work locally
 - Monitor and provide access to **4,000** suppliers for **10** secured systems
 - Daily math data traffic in excess of **50** GB of data

Global Product Development Benefits – Reduced Architectures and Greater Economies of Scale

Previous Architectures

Current Architectures



* In small cars will continue use of selected legacy architectures to support cost-sensitive, emerging market needs.

Global Product Development Benefits

- Significantly reduced development and investment costs
- Greater manufacturing flexibility by enabling a common manufacturing process
- Stronger collaboration



REGIONAL DNA

Regional Specialties



A world map with a blue background and diagonal light blue lines. The map is color-coded to show regional specialties: North America is red, South America is green, Europe and Africa are purple, and Asia and Australia are orange. Text labels are placed over each region.

**Trucks and
Advanced
Technology**

**Mid-size and
Compact Cars**

**Small Cars and
Mini-Cars**

**High-Value
Inexpensive
Vehicles**

**Rear-wheel
Drive Vehicles**

GLOBAL Product Development



2010 Chevrolet Cruze

Germany

Architecture
Development

Exterior and Interior
Design and Engineering

Korea



2010 Chevrolet Cruze

Built in
Lordstown, Ohio
United States

Europe

China

Korea

Daewoo Lacetti



2009 Opel/Vauxhall Insignia



2010 Buick LaCrosse



2010 Buick LaCrosse

Built in
Fairfax, Kansas
United States

China



2010 Chevrolet Camaro

Design Concept
United States

Vehicle Architecture

Australia



2010 Chevrolet Camaro

Built in Oshawa

Canada

United States



GLOBAL Product Development

