Global Product Development—Transforming the Industry

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Transforming the Industry

Opportunities in all areas

- **OEM experience**
- **Working with engineers through SAE**
- **Transition to supplier**

Changing the vehicle development model

Two key factors

- OEM technical expertise within suppliers
- Need for a new OEM/Supplier collaborative business model

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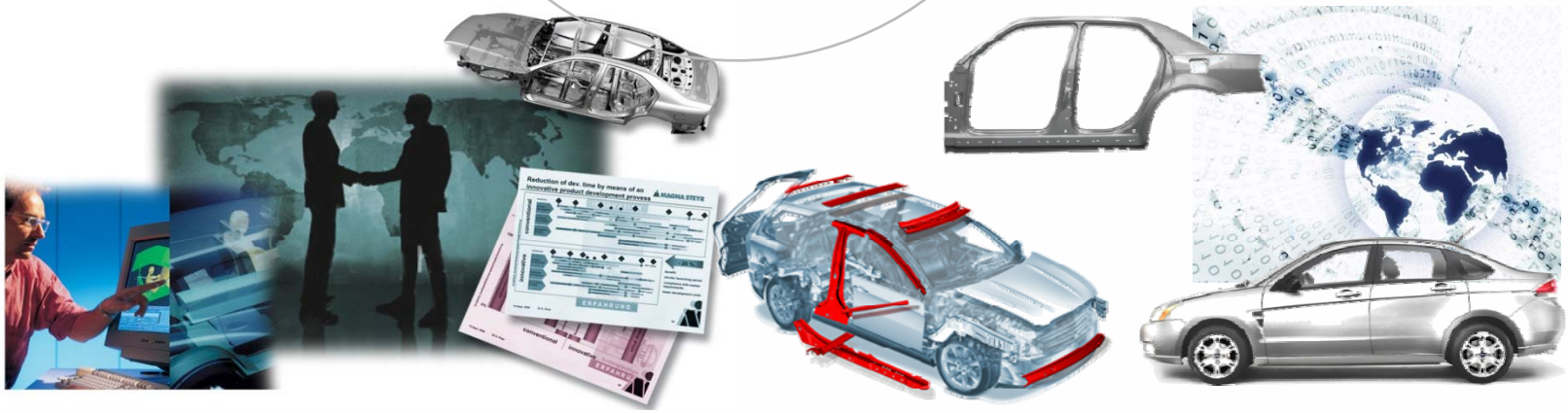
OEM technical expertise within suppliers

More than "quote to print" manufacturers

Product development core experiences

- Full vehicle experience
- Vehicle development and integration
- International experience



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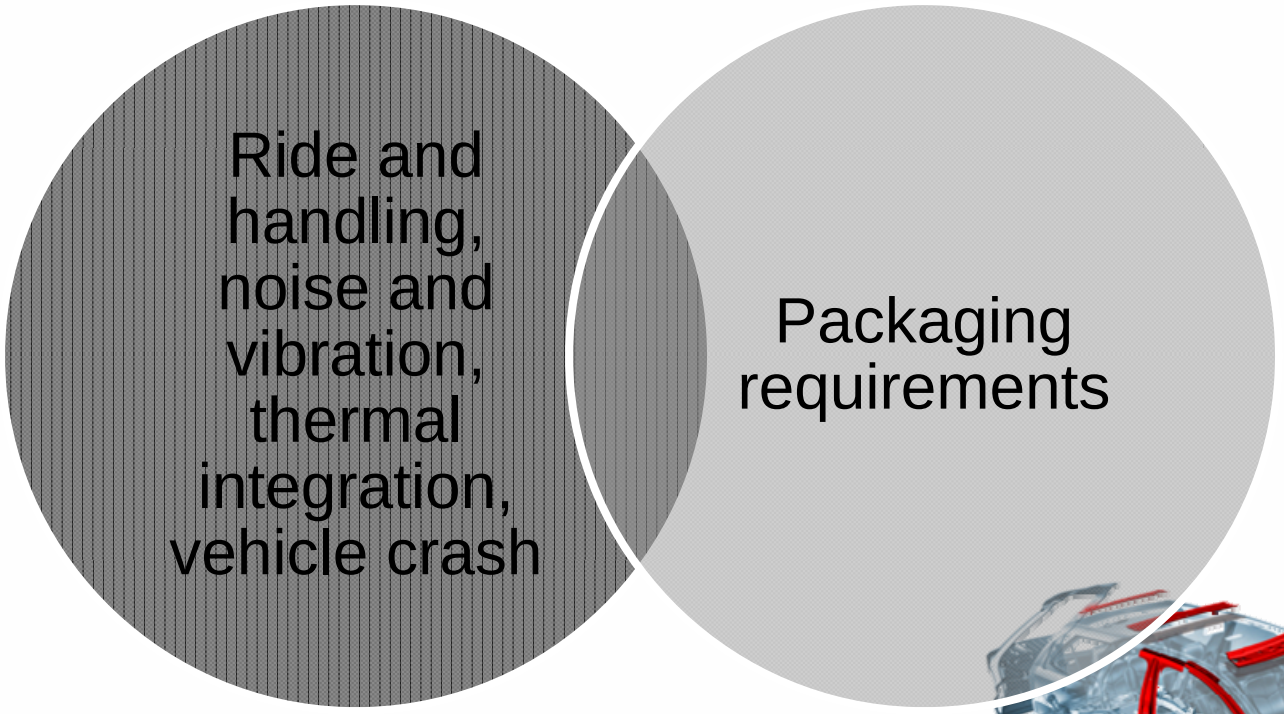
Full vehicle experience

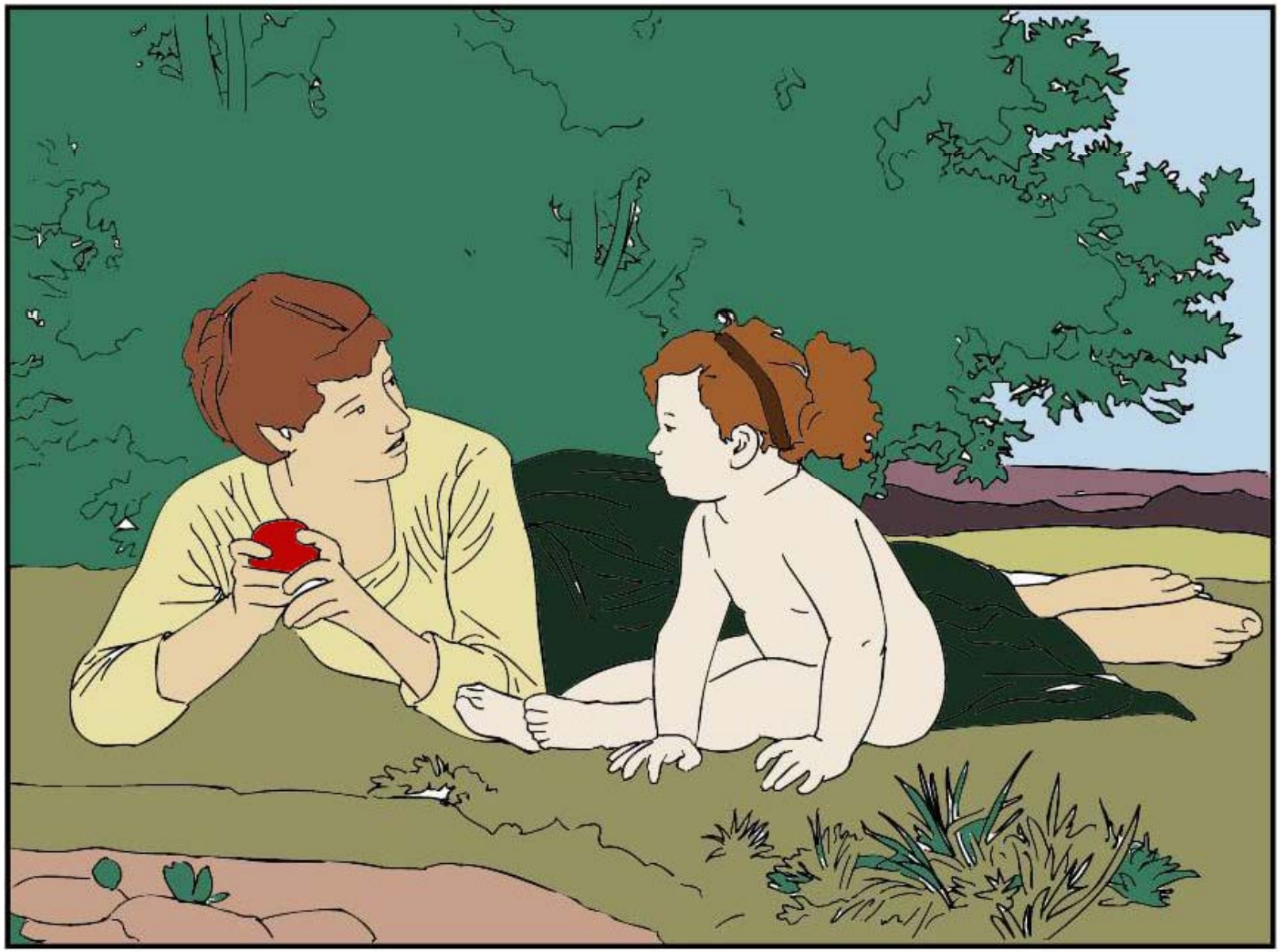
Takes time to learn full development of vehicles

"It takes two product cycles to become competent"

Suppliers need to have full vehicle design experience beyond parts manufacturing

Vehicle integration and development





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International experience

Understanding requirements

- Government test standards
- Customer requirements
- Local market needs

Suppliers need experience to truly partner with OEM

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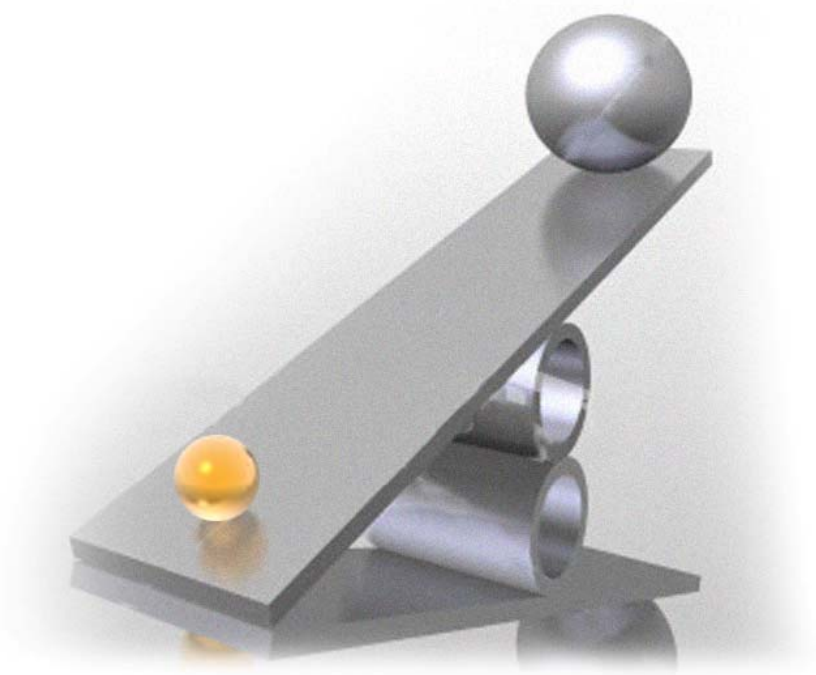
New OEM/Supplier Collaborative Business Model



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Requires collaboration and integration at all levels

- **OEMs and suppliers, Government and Labor Unions**
- **Leverage capabilities with partners**
- **Keep technological innovation up and costs down**

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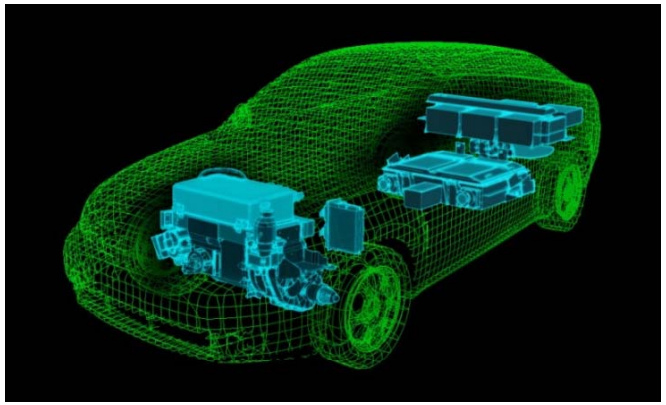
Discussing electrification needs

- **Identifying opportunities**
- **Delivering a fully-functional electric vehicle**
- **Testament to both companies' expertise and collaborative efforts**



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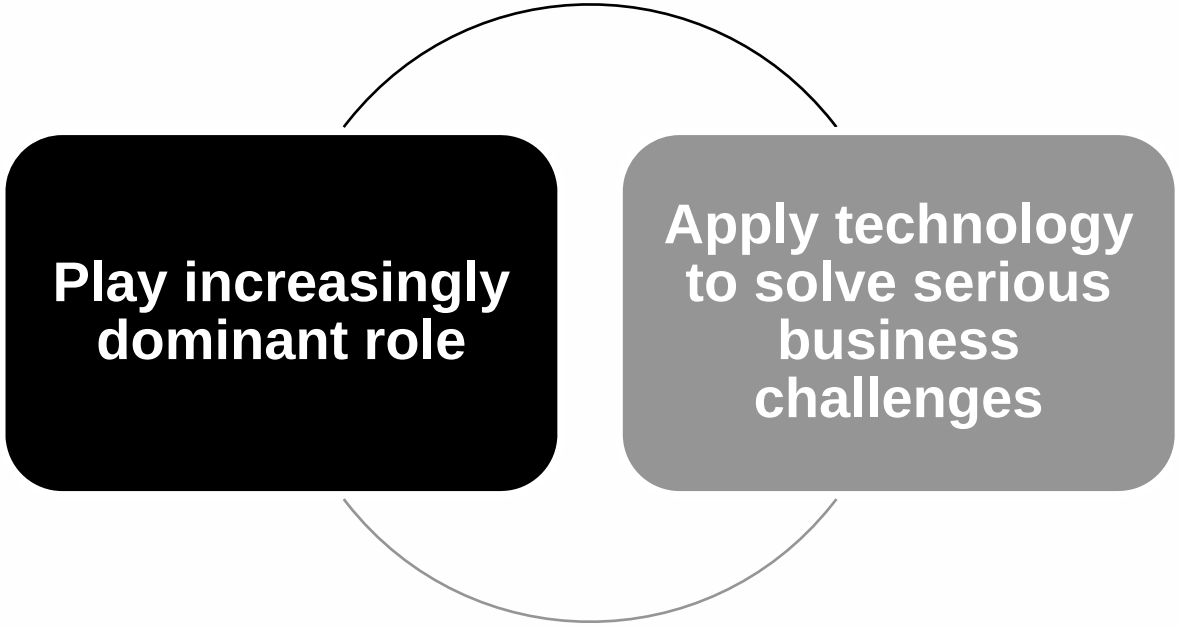
Suppliers positioned to



collaborative innovation

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