

Reference Project: Creation & Establishment of a new Business Unit



COMPANY

- Automotive TIER1 supplier, global market leader in their domain / business
- Producer of classical mechanical components in the area of powertrain and chassis



SITUATION & CHALLENGES

- Company target: establishment as global TIER 1 supplier for complete all-wheel-drive systems
- Challenges:
 - Limited customer contacts in the area of complete vehicle architecture, missing reputation
 - Limited competence in the areas of transmissions and all-wheel-drive systems
 - Missing development processes, -methods and -tools

TARGETS

- Start with build-up of a 50/50 JV in the USA and in Europe
- Cooperation with a partner on transmission (-components)
- Plan to close competence- and process gaps and implementation thereof



RESULTS & SUCCESSES

- Series production award for two complete all-wheel-drive systems, one in the USA, one in Europe, established customer contacts and recognised competencies & reputation
- Build-up and establishment of independent all-wheel-drive R&D centres in USA, Japan and Europe
- Build-up of own transmission and all-wheel-drive system competence => dissolution of JV and continuation of business unit as independent division!