

A Turning Point Towards Reasonability

(Automobilwoche, edition 2007)

Content:

The author is explaining to a continuously changing culture the onward increase of the meaning of the automobile as an expression of the self-ego. He deduces the extinction of the classic medium-class and explains the increasing trend towards sports utility vehicles (SUV) and with it the increasing trend towards small series even in case of the automobile field.

As a result, there are even shortened developing periods and concerning the OEMs an even quicker model change is to be countered with. This is related with the risk of each subcontractor of not being able to generate follow-up orders within global sourcing strategies during the model change.

The KW-Consulting-Group helps you with the ideal positioning of your company towards OEMs, TIER 1 and TIER 2.