

# PSA Shortens Product Cycles to 3 Years

(Automobilwoche, 20<sup>th</sup> edition, 24<sup>th</sup> September 2007)

## Content:

PSA announces to shorten the model development of new passenger cars to approx. 30 % from the year 2009 to only 3 years. The goal is to also reduce the fixed costs by 30 % with the help of a rapid model change, bigger construction diversities and smaller volumes.

Other OEMs will not be able to deny this development but then again the pressure on the suppliers increases in that direction, that follow-up orders must be generated more rapidly and with a simultaneous risk of losing follow-up orders.

The KW-Consulting-Group helps suppliers to position themselves strategically even more optimal regarding this situation. In this respect, the slogans are: cutting of the setup time to less than one hour, minimization of the inventory towards zero and paperless process regulation instrument.