

AC+DC: Automotive Chassis Development for 5-Days-Cars

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One essential effect of the financial downturn in late 2008 is the general lack of cash and financing sources with serious impacts on the automotive industries, concerning especially sales caused by dramatically decreased market demands and the pressure on suppliers.

Arising new challenges for the automotive industries and especially the suppliers are therefore the substantially reduced predictability, even higher capacity and flexibility demands of the OEM. The ability to operate a supply chain network becomes a decisive role for suppliers.

Goal-oriented strategies to strengthen the European Car Industry are firstly branding & differentiation to deal with the increasing individuality, the needed flexibility and the call for a high-class image. Secondly, the reduction of delivery times resulting in fast responses of a highly flexible overall production system and low working capital. Lastly the questioning of traditional production strategies by introducing approaches like build-to-order BtO and customize-to-order CtO. This website introduces how the European funded project 5-Days-Car-ACDC (Advanced Chassis Development for 5-Days Cars) will implement these basic strategies by means of innovative approaches.