

# Competitor Benchmarking

## PROBLEM STATEMENT

Turnkey solution for engineering targets at Vehicle, Sub-system, Component Level and Gap Analysis with Competitor Vehicles. Activities included Sourcing, Track Management, Testing, Teardown & Analytics were completed within a short span of 150 days.

## CUSTOMER

One of the top Commercial Vehicle Manufacturers based out of western India.

## EXECUTION

### Planning

Detailed Market Research and 5 vehicles were selected for benchmarking.

### Preparation

Vehicles were procured and a dedicated team of expert Drivers and Engineers was created for timely execution of the project.

### Testing

10 categories like Vehicle Dynamics, Ride Quality, NVH, Ergonomics, etc consisting of a total of 111 tests per vehicle were completed.

Teardown was performed in our world class VAVE lab using our own proprietary software and around 20 Specifications per part were gathered.

### Teardown

Data Analytics for Platform Cost Optimization & Insights for Assembly Strategies, Cost Outliers & SAM check were provided.

### Data Analytics

## CHALLENGES



Stringent Timelines



Vehicles Failures during testing



Weather Conditions



Logistics & Bureaucracy

## RESULTS

- Testing was completed within **90 Days**
- Teardown was completed within **36 days.**
- Vehicle Level, System Level, Component Level Targets.
- Design Strategies, Cost Mapping, Complexity Mapping, Weight Mapping etc.

## VALUE TO OEM



Saved 6 Months from overall Product Development Time.



Shortened Time to Market by 4 months.



Project Completed at a 60% cost advantage to the client.



Cumulative Cost Advantage of more than 2 Billion\* (INR).

\*Based on internal calculation

## About Us

Advanced Structures India is an Engineering Services company focussed on turnkey solutions to Automotive R&D functions. Our clients include leading car, two wheeler and commercial vehicle manufacturers from India and abroad. Our activities support our clients in developing new vehicle concepts, creating vehicle/system/sub-system level targets for performance and cost using our benchmarking and tear down solutions.

## Contact Us

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