

Automotive Manufacturer: Vehicle Quality



Challenges

- ❑ Increase customer *perceived quality*
- ❑ Improve reliability and durability
- ❑ Reduce cost of recalls
- ❑ Introduce a clearer process for translating market requirements to engineering specifications
- ❑ Increase component reuse

Executive Summary

- ❑ One of Europe's largest passenger and light commercial vehicle manufacturers
- ❑ Lagged best in class Japanese manufacturers in terms of vehicle defects
- ❑ Low customer perception of product quality

Results

- ❑ Apply the supplier quality process to in-house manufacturing
- ❑ Improve the vehicle launch process
- ❑ Align dealer preparation costs with current quality levels
- ❑ Implement an executive level quality management system