



Lean Product Development

One Team + One Process = Effective and Efficient Program Execution

Meet customer and business expectations using one Lean Global Product Development System to deliver high-quality products that customers truly desire faster than ever before.



One Process

Voice of the customer



Global consumer insight team identifies, defines and prioritizes needs, wants and unspoken desires through comprehensive consumer research.

Virtual vehicle development



Computer-based tools for Design, Manufacturing and Analysis identify potential issues early, improving the development and prove-out process and virtually eliminating the need for physical prototypes.

Cross-functional integration



Marketing, Design, Engineering, Manufacturing, Purchasing and Suppliers collaborate to optimize product and business results at each step in the development process.

Top hat-focused



New vehicles are developed on a number of core platforms to simultaneously improve quality, cost and speed-to-market and to facilitate manufacturing flexibility.

Quicker to market/flawless launch

Lean Global Product Development System delivers high-quality products quicker thanks to common process, tools and milestones across all the vehicle development stakeholders. Continued learning and refinement of the process allows lessons learned to be incorporated into future programs.

