

The Age of Big Competition

Next Generation Auto-Business

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Big Competition in 10 Areas

1. Products Lineup
2. Module, Architecture Design
3. Parts Supply
4. Production Method
5. Production Site & Sales Network
6. R&D
7. Regulation
8. Alliance
9. Invaders
10. Business Model

Products Lineup

- K-Car for Japanese market
- Turbo charged diesel car for European market
- Low price car for Chinese and Indian market
- HEV,PHEV and EV for US market
- SUV

Market Needs Matching

avoid Over Spec.

Module, Architecture Design

- VW-MQB
- NISSAN-CMF
- MAZDA-CA
- TOYOTA-TNGA

Parts Supply

- Independent vs “Keiretsu “Supplier
- Original Design vs Ordered Design
- Modularization (Tier 1 Supplier)
 - # Design ,Product Quality
 - # Speed of Supply
 - # Cost

Production Method

- Ford BELT CONVEYER Production System
- Toyota JIT Production System
- Canon CELL Production System

Production site & Sales Network

- Domestic vs Overseas Production
 - # Investment
 - # Cost
 - # Product quality
 - # Product delivery to the market
 - # Risk
- Sales Network

R & D

- Emission Control System (Three way catalyst system)
 - 1964-1970 research
 - 1970-1978 develop
 - 1978- production
 - TOYOTA Prius(Hybrid system)
 - 1972-1992 research
 - 1992-1997 develop
 - 1997- production
- # needs long period and big investment

Regulation

- 1964 California Exhaust Emission Regulation
- 1970 US Federal Regulation (Musky Law)
 - # not to oppose but to cooperate with
 - # faster follow up win the race

Alliance

- Auto with Auto
- Auto with non-Auto
 - # Role of top executive
 - # Culture matching
 - # Win Win

Invaders

- GOOGLE
- TESLA

continued

Business Model

- Steady or Rapid Growth ?
- Core and/or Peripheral Business ?
- Concrete Products (price)and/or Net Work Business (charge) ?
- Top Runner or Follower ?

PARADIGM SHIFT

Who knows?

needs Insight and Innovation

Thank you for your attention

