



Case Study

Client: Leading automotive sub-component supplier

Background

The client had concerns over the integration demands for sub-assemblies in airbag systems by Tier 1 suppliers and wanted an objective view of trends in materials, future airbag system design, and a clear understanding how these systems would be sourced in the future.

Approach

Marketplan conducted interviews among vehicle OEMs interior groups, passive safety system suppliers, airbag component manufacturers and others. Clearly, the trend was to further industry rationalization and sourcing of more complete systems with more responsibility on the part of Tier 1 companies.

Recommendations

As a result the client justified future investment in additional capital equipment and joint venture activity.

Actions and Results

Through new product assembly efforts and vertical integration efforts, the client business has tripled in just a few years.