The vehicle production industry is evolving beyond recognition

(PRWEB) May 28, 2004 -- Research and Markets announces the addition of this new report entitled "The New Production Chain" to its offerings.

Report coverage includes:

- Analysis of new Production Chain
- OEM Manufacturing Strategies
- Profiles of leading logistics suppliers
- Profiles of manufacturing equipment suppliers

The vehicle production industry is evolving beyond recognition. Car manufacturing is being rebuilt. Carmakers have been rethinking their business models in response to consumer demands, competitive pressures and shareholder dissatisfaction with the industry's returns. They are redefining their core competences.

In many plants they are stepping back from direct involvement in many of the operations that they have traditionally undertaken in their plants and regarded as core. Increasingly they are rolling out best practises across older plants, or closing those facilities.

First tier suppliers have to adjust to these changes by reshaping their assets and skill base to take advantage of the new opportunities and to meet new demands. They too must look carefully at what they do best in order to avoid taking on excessive responsibilities.

In the gap between OEMs and first tiers, new logistics and facilities businesses are growing to manage the interfaces of the new system.

The changes involved amount to a new production chain in the industry, one where the successful business could have a substantially different shape from the successful business under the traditional industry model.

"The New Production Chain" looks at these trends and maps out some of the ways in which businesses will have to adapt in the next several years.

One section will look at the currents stage of production chain rebuilding at the major OEMs and compare their strategies. Another section will look at some of the major players in the new production chain, looking at the major equipment providers for the production process but also focussing on non-traditional suppliers of services such as logistics.

Contents of thsi report include:

1: Foreword by Deutsche Bank

2: Executive Summary

3: The New Production Chain

3.1 Overview
3.2 Evidence of Evolutionary change
3.3 Major dimensions of change
3.4 Implications and opportunities

4: OEM Manufacturing Strategies
4.1 BMW
4.2 DaimlerChrysler
4.3 Fiat
4.4 Ford
4.5 General Motors
4.6 Honda
4.7 PSA
4.8 Renault-Nissan
4.9 Toyota
4.10 Volkswagen

Logistics Suppliers
5.1 BLG Logistics Group
5.2 CNF Group
5.3 CPD Logistics Ltd
5.4 Deutsche Post World Net Logistics Division
5.5 Exel
5.6 Ferrostaal AG
5.7 GEFCO
5.8 Gillhuber Logistik + Dienste GmbH
5.9 Groupe Bils-Deroo
5.10 Hellman
5.11 LGI Logistics
5.12 M Preymesser GmbH
5.13 Nissan Corporation
5.14 Nippon Yusen Kaisha/NYK Logistics
5.15 Penske Logistics
5.16 Rhenus
5.17 Rudolph Logistik Gruppe
5.18 Ryder System Inc
5.19 Schenker AG (Stinnes Group/Deutsche Bahn)
5.20 Schnellecke
5.21 TDG
5.22 TDS Automotive
5.23 TNT (TPG NV)
5.24 Vantec Corporation

Manufacturing Equipment Suppliers
6.1 ABB
6.2 Comau
6.3 Durr

6.4 EDAG
6.5 Eisenmann
6.6 Expert
6.7 FATA
6.8 FFT Flexible Fertigungstechnik
6.9 IWKA (Kuka)
6.10 ThyssenKrupp Group (Nothelfer)
6.11 Paslin
6.12 Steelweld VDL Group
6.13 TMS Production Systems
6.14 UNOVA Group
6.15 Utica Enterprises
6.16 Valiant
6.17 Weldmation

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