Vehicle Benchmarking and Target Costing

Offerings

- Tear Down
- Cost assumptions
- Design recommendations
- Static and Performance Benchmarking
- Market research and feature benchmarking
- Testing with test agencies
VALUE PROPOSITION

Market research and vehicle positioning consultancy

10 – 15%
Material cost saving

10 – 12%
Time saving with Subjective Digital benchmarking

Readiness for future requirement by Data collection and data management

Homologation readiness recommendations for global markets

CREDENTIALS

In House/Supplier Tear Down Facility
- BOM preparation
- Weights & Dimensions
- Labelling & organizing
- 7% Costing saving and 4% weight reduction

Competitor Teardown & benchmarking
- Competitor design study
- Evaluation & recommendations
- Conducted Idea generation Event of a global OEM (150+ engineer, 17+ Tier 1 suppliers, 500+ impact full ideas)

Actual Testing with Various Agencies
- Testing done with In-house and partner eco system. Saved 16% cost

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4+ Commercial Vehicle programs
3+ Passenger Vehicle programs