

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

4+ Commercial Vehicle programs

3+ Passenger Vehicle programs