

**NS-BODY
MINIVAN COMPLEXITY TEAM**

6/23/92 MEETING NOTES

- Mark Yablonsky reviewed a preliminary write-up of a module definition. Paul Sheridan reiterated importance of definitional standard especially in the context of upper management cross-carline complexity status comparisons. For example, carpeting-with-padding-attached is not considered to be a module by the MCT. Mark Yablonsky announced confidence of reaching NS-Body objective of 10 modules (versus current status of 4), and will have refined write-up available for 7/7/92 meeting.
- Nancy Byers distributed recent media coverage of Nissan Quest/Mercury Villager product content. Preliminary "Possible Build Combinations" calculation for Villager equals less than 900. Total VX-54 possible build combinations is expected be less than 2000, covering a projected volume of 120,000.
- Intermission: Paul Sheridan showed recent "60 Minutes" television segment on automotive seat back strength and its importance to occupant safety/fatality during rear collisions. Emphasis was placed on documented inadequacy and irrelevance of existing NHTSA standard (seat back strength must resist force 20 times greater than seat back weight). The only manufacturer that appears to have a seat back strength specification that is adequate and relevant is Mercedes-Benz (seat back strength must reliably resist collapse during a 35 mph rear collision with standard dummy). Chrysler (and Mitsubishi) was mentioned as one of several manufacturers that are involved in litigation involving rear collisions/seat back failures, etc.
- "21st Century Manufacturing Enterprise Strategy - An Industry-Led View"

Paul Sheridan introduced Mr. Gino Giocondi, Vice President of Quality & Productivity, and purpose of presentation:

- 1) Introduce MCT/PST to "Agile Manufacturing".
- 2) Provide forum for working level assimilation of concepts as a facilitator to corporate implementation/awareness.
- 3) Review format/content of presentation in preparation for Spaghetti Day review.

(#3 is tentative due to retirement of Mr. Giocondi effective June 30, 1992.)

Mr. Giocondi's presentation was timely, well received and thought provoking. The format/content was the same as that presented to the Operating Committee last year, and represented a summary of the report(s) generated at the Iacocca Institute of Lehigh University. Categorical highlights included:

Introduction: The 21st Century study is a comprehensive assessment of a manufacturing paradigm that is being actively pursued by (competing) advanced industrial nations. Lean production techniques are now considered mature, and therefore restrictive relative to the advantages emerging from the "Agile Manufacturing" scenario.

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Organization Requirements: The agile manufacturing scenario requires/facilitates:

- 1)"Constancy of Purpose" (Demming concept)
- 2)Highly skilled, knowledgeable workforce that is empowered (MOA)
- 3)Recognition of continuous training as a strategic element of long-term competitive stature
- 4)Innovative/flexible management and organizational structures
- 5)Flexible manufacturing/engineering techniques
- 6)Competitive and cooperative intercorporate posture
- 7)Broadly distributed, instantaneous data base: inter and intraorganizational, and global
- 8)More contemporaneous public sector attitude toward global competition (i.e. review of anti-trust laws, etc.)
- 9)A "Whole Enterprise" perspective

Product/Customer Benefits:

- 1)Quality at six sigma levels
- 2)Proposed "3 Day Car"
- 3)"Prosumers" design their own products (via virtual reality techniques)
- 4)Reconfigurability
- 5)Enhanced recyclability
- 6)Enhanced product and related process simulation

Mr. Giocondi concluded the presentation with brief descriptions of the ongoing efforts at the Iacocca Institute, highlighting Chrysler participation in the recently formed Agile Manufacturing Forum (please see attached).

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<p>NS-BODY MINIVAN COMPLEXITY TEAM PRODUCT STRATEGY TEAM</p>

		<u>TELEPHONE NUMBER</u>	<u>FAX NUMBER</u>	<u>CIMS</u>
Joe Almassy	Minivan Operations	876-6068	822-5069	415-03-19
Jim Boeberitz	Sales	876-3942	822-7431	414-05-29
Greg Blindu	International	876-5983	876-4752	415-03-05
Nancy Byers	Sales	897-1562	897-9012	425-05-30
Bruce Donaldson	Manufacturing	869-6033	869-6204	449-14-10
Tom Edson	Engineering	876-0204	822-7154	418-12-34
Tim Emmitt	Minivan Operations	876-4402	822-5069	415-03-19
Richard Evans	Manufacturing	776-4106	776-2219	482-30-01
Jim Finck	Minivan Operations	876-5016	822-5069	415-03-19
Gary Godwin	Service & Parts	897-0959	897-1214	423-15-10
Kathy Gregory	Finance	876-4661	822-7943	414-08-10
Jeffrey D. Hall	Volume Planning	822-9019	822-7243	414-06-20
Stuart Jeffares	Finance	876-0792	822-7943	414-08-10
Dwight Johnson	Marketing	876-3763	822-6957	414-04-35
Dennis Malecki	Minivan Operations	876-4560	822-5069	415-03-11
Kelly Mankin	Marketing	876-0079	822-6957	414-04-40
Dave McKinnon	Design Office	776-2551	776-2048	482-44-16
Timothy O'Hara	Procurement & Supply	876-2967	822-8140	419-00-00
Fred Schmidt	Engineering	822-8168	822-7154	418-12-34
Paul Sheridan	Minivan Operations	876-6318	822-5069	415-03-19
Kevin Tourneur	Pricing	876-0958	822-7243	414-06-20
Al Visgar	Volume Pricing	876-2853	822-7243	414-06-20
Mark Yablonsky	Windsor Assembly	833-2579	833-2685	233-02-03

cc: William F. Blanchard 613-00-00
 Robert A. Buhr 611-00-00
 Gino J. Giocondi 416-15-32
 Chris P. Theodore 418-04-42
 Richard A. Winter 414-01-21

**NS-BODY
MINIVAN COMPLEXITY TEAM
PRODUCT STRATEGY TEAM**

MCT MISSION: To coordinate the optimization of NS-Body program complexity via broad-based Minivan Platform Team consensus and awareness. The context of this consensus is the long-term concept-through-service ("cradle-to-grave") attitude which facilitates enhanced product manufacturability and logistical efficiencies resulting in lower overall costs, with increased quality. These activities are constrained by substantiated marketplace requirements, and are intended to accommodate the transition from the "mass production" mentality to "lean production". As such, the MCT efforts will ultimately assist with implementation of "agile manufacturing" wherein complexity issues become intrinsically less restrictive.

PST CHARTER: The Product Strategy Team (PST) is a cross-functional working level team, chartered by the new Minivan Platform Team. The PST's purpose is to identify product actions that are responsive to both customer and corporate needs. The PST will develop recommendations, including changes to the Product Plan, price class content, and option packaging which will be presented to management for approval. The PST will then follow through the implementation phase to launch and distribution.

**AGENDA
JUNE 30, 1992
8:00 - 10:00 a.m.
NS-BODY WAR ROOM - WPC 2ND FLOOR**

8:00 a.m. Product Strategy Team

- General AnnouncementsDennis Malecki
- Feature ItemsFred Schmidt
 - _ Load Leveling System Review Jim Finck
 - _ Tire, Wheel, and Wheel Cover Plan Jim Finck
 - _ Climate Control System Update..... Joe Almassy
 - _ Radio Plan Review..... Tim Emmitt
- Price Class Content, Model Mix, Option RatesDennis Malecki
 - _ Exterior Oramentation Plan Review.....Dave McKinnon/Paul Sheridan
 - _ Decision/Margin Tracking Matrix..... Kathy Gregory
- Walk-ins..... All
- Next Meeting and Agenda All