You are the key leaders of a vehicle program team for a large automotive OEM. Your job is to bring from concept to market the next generation family car for this company.

**Background Information**

C/D Size Car  (North American market only)
- very competitive market segment
- today's car is your highest volume model
- viewed a company flagship vehicle (i.e.- key to brand image)

Present vehicle has had 10 year successful lifetime, including 2 major refreshenings. Product planning office has budgeted for level F program (new body and chassis, carryover powertrain). This budget gives the team maximum but not unlimited flexibility (i.e.- program must still deliver vehicle within affordable business targets).

Program team is just being formed (1Q99). Job 1 is anticipated for sometime in 2004-2005. The product planning office will solidify Job 1 timing by 2Q99.
Simulation Rules

TEAM MEMBERSHIP

1) Each vehicle team must have at least 5 people.
2) Team members are selected by the faculty. Selection of roles within the team are up to the team. You must meet as a team before the first class session to determine your team name and logo, and also to preassign your roles for each exercise. Bring to the first session a completed simulation roster (attached).
3) For each exercise there will be 5 roles (1 is the vehicle program manager, 4 others represent key functional areas in the company). If a team has more than 5 people, two people can represent a single function, but only 1 chief program mgr. (i.e.- team leader) is permitted.
4) Program members stay on same team for whole simulation but roles, including chief program mgr., can rotate.

EXERCISE DETAILS

1) If we can keep on track there will be 3 exercises in the simulation.
2) At the end of each exercise, the program team has a decision to make. The chief program manager is responsible for making the decision and reporting out to the class. Unanimity, or even consensus among the team members is recommended but not required. When presenting the rationale for the decision, the program mgr. can choose to indicate areas of disagreement.
3) Because of time constraints, the exercises are bounded. Therefore, the decision must be one of the alternatives offered by the scenario. No creative compromises are allowed!
4) At the start of each exercise, each functional representative will receive 1 page of information. (All teams will get the same information packets.) That representative is free to offer to the group all, some, or none of the information on the page.
5) A key role of the vehicle program mgr. is to facilitate effective communication among the team members in order to drive decisions based on as much data as possible. Information can be shared by oral or written communication. However, no mechanical reproductions or enlargements are allowed. Also, no e-mail communication. Therefore, all written communication must be done by hand. This can mean using flip charts or making multiple handwritten copies. (Flip charts will be provided in the classroom).

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TEAM NAME: 

(attach your team logo to this page)

Exercise 1: VEHICLE TARGET SETTING

Chief Program Manager : 
Marketing : 
Government Regulations : 
Engineering : 
Finance :

Exercise 2: BODY DESIGN FREEZE

Chief Program Manager : 
Marketing : 
Manufacturing : 
Engineering : 
Purchasing :

Exercise 3: PROGRAM CRISIS

Chief Program Manager : 
Engineering 1 (CAE) : 
Engineering 2 (Testing) : 
Manufacturing : 
Marketing :

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