

## Benchmarking and target setting



### DESCRIPTION

#### **Benchmarking, vehicle concept**

Applus IDIADA can assist clients in finding the final concept for their future product using the following tools in the early stage of development

- Static and dynamic vehicle benchmarking
- Frontloading: CAD / CAE Morphing for derivative vehicles
- Styling renderings
- Basic design feasibility
- Basic vehicle layout
- Packaging studies

#### *Project targets and constraints*

- Domestic and export market (e.g.: India and Europe)
- Minimize the penalty over the domestic version due to the export version (e.g.: weight penalty, extra tooling costs, manufacturing line incompatibilities, etc)
- Achieve export market targets (e.g. 5 Stars Euro NCAP) maximizing the number of carry over parts from the domestic version

**Benchmarking, dimensions**

**Benchmarking, constructive solutions**

**Benchmarking, performance**

**Target setting**

- Market specific requests
- Benchmarking
- Project constraints
- Legal requirements.