



Challenges in the cooperation between OEM and supplier

Schedule

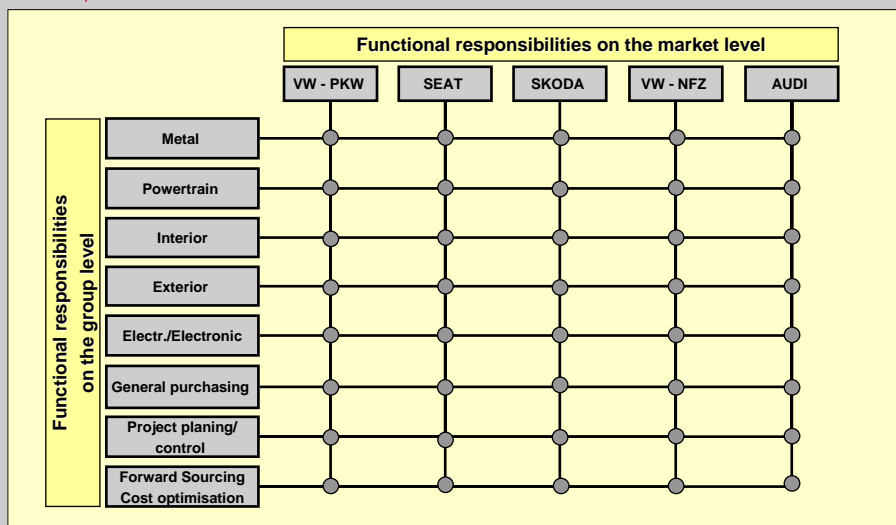


- ➔ 1. facts and figures Audi AG
- ➔ 2. Organisation and process of the procurement in the VW Group
- ➔ 3. Product development and cooperation
- ➔ 4. Summary

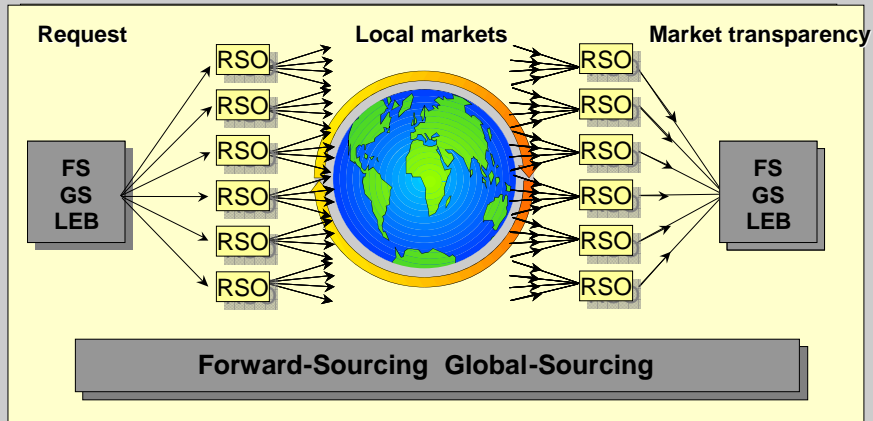
➔ Model novelties



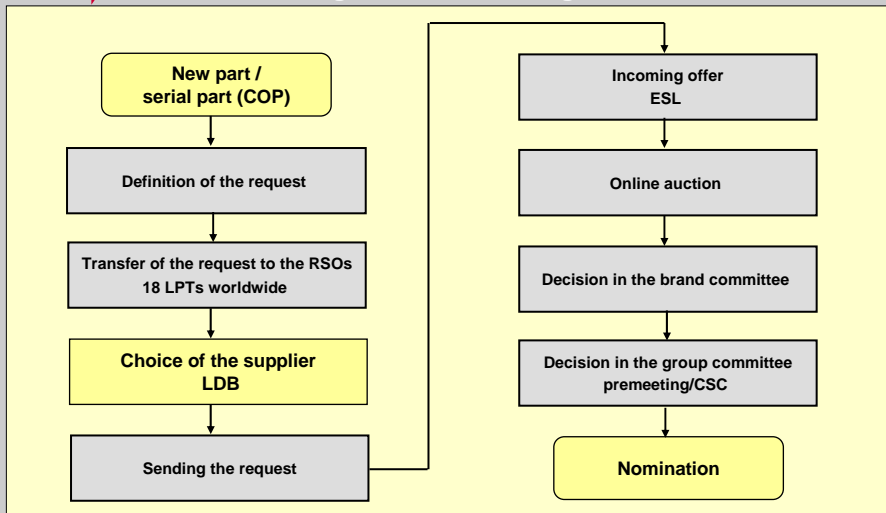
➔ Organisation of the purchasing in the VW group



➔ Global procurement – RSO networks

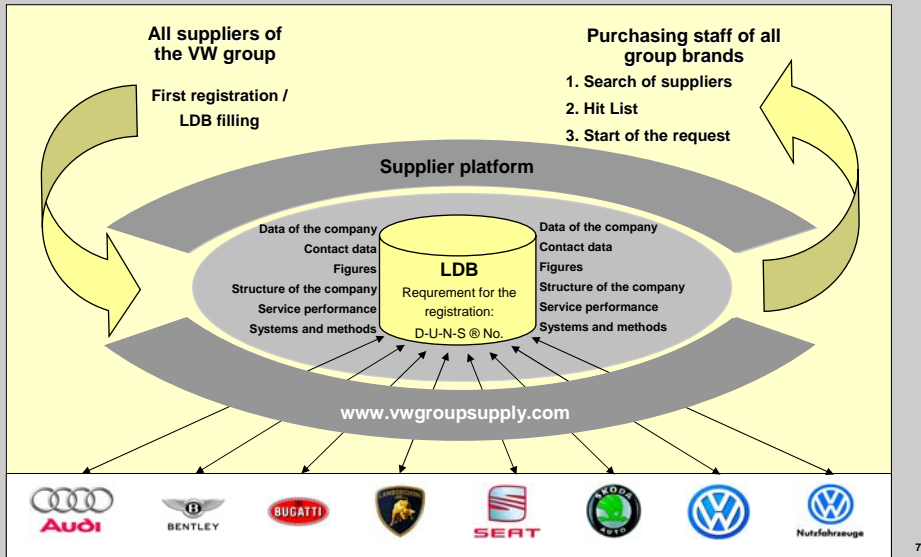


➔ Forward Sourcing / Global Sourcing

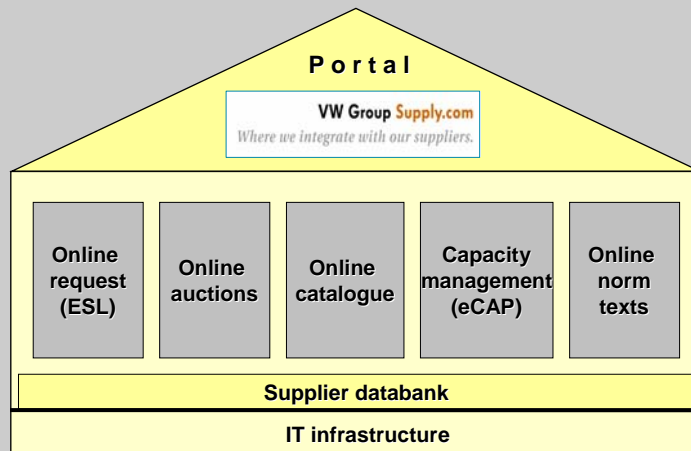




➔ Model of the supplier databank LDB



➔ B2B platform: supplier relationship platform



➔ Milestones in the automotive construction



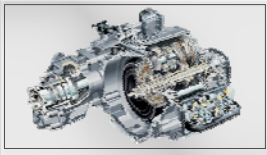
quattro



TDI



ASF



S tronic



adaptive light



multitronic



MMI

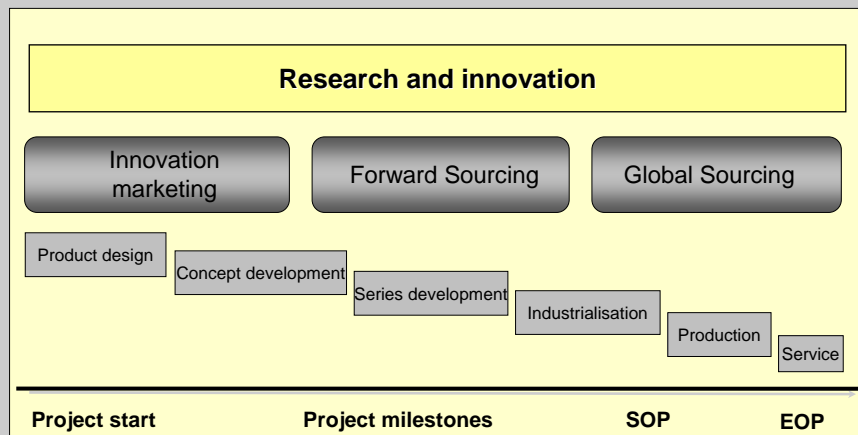


TFSI

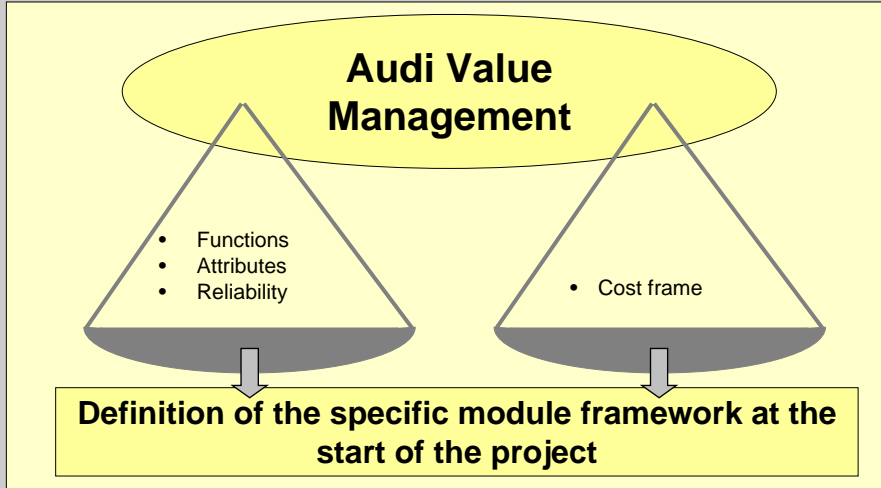


LED Licht

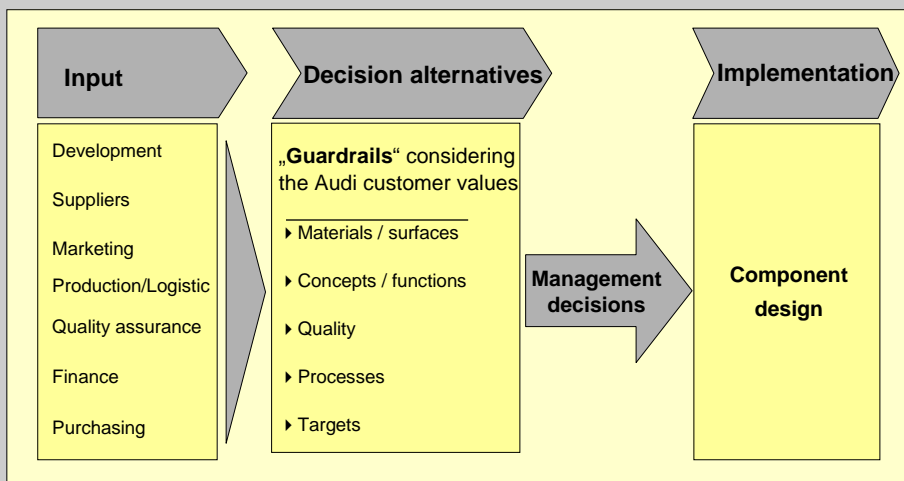
➔ Product development and creation



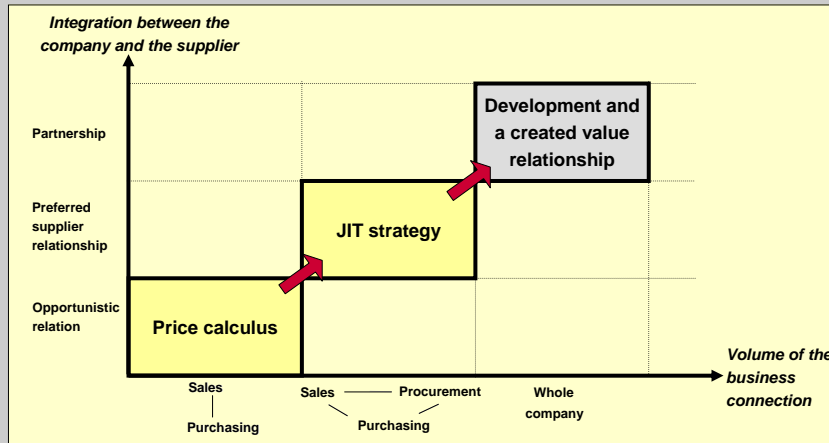
➔ AVM – balance between customer benefit and costs



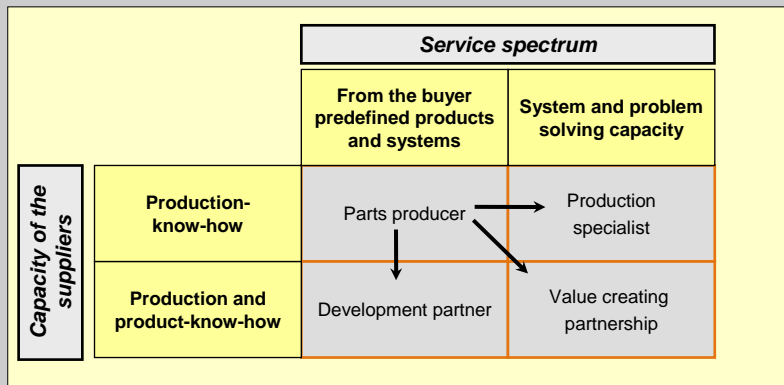
➔ AVM – working out of decision alternatives



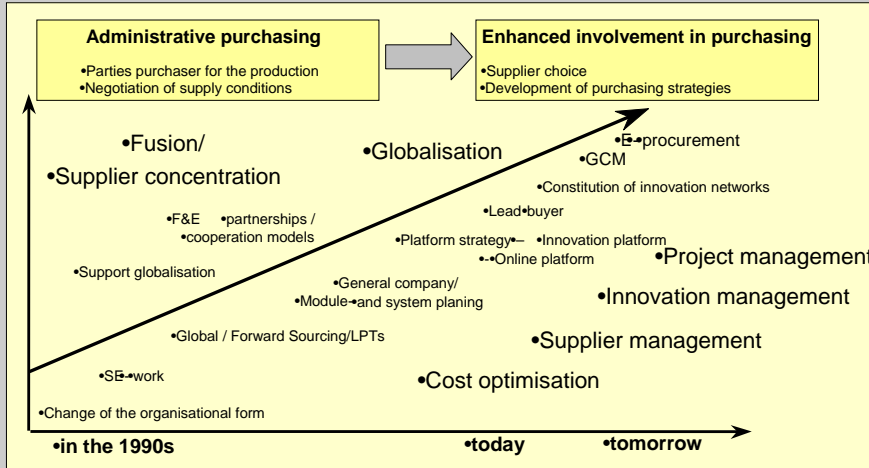
➔ Changes in the production network



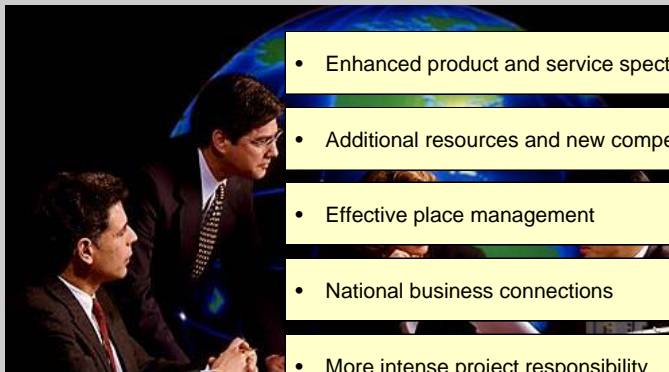
➔ Types of supplier companies – pathway of development



➔ The purchasing in transition



➔ Requirements to our suppliers



- Enhanced product and service spectrum
- Additional resources and new competencies
- Effective place management
- National business connections
- More intense project responsibility
- Reliability and transparency

➔ Requirements to our suppliers



- Professional project management
- Networking with other suppliers
- Control and integration of the supply chain
- Cost optimisation through the whole supply chain
- Increase of the development know-how
- Augmentation of the development and simulation capacities



Thank you!

Klaus Schug, Director purchasing department development services/
AUDI AG cost analysis/foreign projects