

Benchmarking and target setting



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.