



Research and Markets: Get the Latest Information on DaimlerChrysler's Sourcing Strategy

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Dublin ([PRWEB](http://www.prweb.com)) May 26, 2005 -- Research and Markets (<http://www.researchandmarkets.com/reports/c17971>) has announced the addition of OEM Sourcing Strategy Reports DaimlerChrysler to their offering.

The Supplier Business OEM sourcing policy guide provides a unique insight into vehicle manufacturer sourcing strategies, and is an essential tool for program and customer screening by suppliers.

It provides insights from other suppliers and statements from the vehicle manufacturers themselves about the focus of their current purchasing policy, and how that affects other parts of their product development and manufacturing strategy, as well as providing an independent perspective on the supplier base's experience of those policies in reality.

For car makers the supplier does not have already as a client, the studies provide an introduction into the requirements of the vehicle maker, and an idea of when the critical new model launches that they wish to win will start to source systems and components.

The report builds on research undertaken in past reports and regular news and analysis and brings it together with an OEM focus. It will be of interest to all those looking to keep up-to-date with developments in the major vehicle assemblers either as customers or prospects.

This profile focuses on DaimlerChrysler and provides input into customer and program analysis and screening by supplier executives concerned with their company's strategic development. It looks at DaimlerChrysler's purchasing strategy, including interviews with senior purchasing executives. A directory of senior purchasing executives at DaimlerChrysler is included in the report. The report also provides a plant and model mix (full global listing of plants by model and models by plant), forward model programs (tables of model production programs from 2005-2012) and DaimlerChrysler's outsourcing and systems strategy.

This brief analyses the production strategy present at DaimlerChrysler and gives their supplier ranking. Results from surveys of supplier experience of working with DaimlerChrysler are included in the report together with a list of the suppliers of major systems and components on recent major models.

For more information visit <http://www.researchandmarkets.com/reports/c17971>

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