



Research and Markets: Toyota Tops Global Automotive Platform Strategy Rankings

Research and Markets (<http://www.researchandmarkets.com/reports/c21148>) has announced the addition of An Analysis Of The Top Global Automotive Manufacturing Platforms - Management Briefing to their offering.

Dublin ([PRWEB](http://www.prweb.com)) July 22, 2005 -- Research and Markets (<http://www.researchandmarkets.com/reports/c21148>) has announced the addition of An Analysis Of The Top Global Automotive Manufacturing Platforms - Management Briefing to their offering.

Platform strategies are now integral to OEM's product development, and as old models are replaced, the proportion of production that is based on key high volume platforms is increasing. This review shows that there are more high volume platforms than a year ago and that Toyota and PSA are currently leading other OEMs in terms of making platforms work for them.

Toyota owns the two largest global platforms, according to 2004 data from industry consultants PricewaterhouseCoopers AUTOFACTS. A platform strategy is allowing Toyota to expand globally and develop niche models for new markets, such as the youth market in Japan and North America. Toyota and Daihatsu have five platforms in the top 50 ranking, which account for over 70% of the group's total production. PSA has the third largest platform in the ranking, and its three major platforms account for almost 80% of its total production.

Other OEMs are also making successful use of platform strategies. Some will get more benefit from them next year. For example, Volkswagen is in the middle of a major platform changeover but when all remaining models switch over to the new A5 platform, a process that will be completed by 2008, Volkswagen will be producing over two million cars on one platform.

The briefing looks at the increase in platform usage, the resultant decrease in costs, and provides an analyses of models per platform for the major OEMs: Toyota, PSA Peugeot-Citroen, Volkswagen, GM, Honda, Ford, Renault-Nissan, Hyundai, BMW and DaimlerChrysler.

For more information visit <http://www.researchandmarkets.com/reports/c21148>

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