Platform Strategies of Global Passenger Vehicle (PV) Automotive OEMs

Description: The research provides an updated analysis of the key global original equipment manufacturers’ (OEMs’) platform strategies. Specifically, various platform strategies adopted by the top 13 OEMs to develop more modular platform-based models for global markets have been covered in this research.

The research also discusses the evolution and future of megaplatforms during 2015-2022. Various OEMs’ approaches to platform standardization and modularity have also been analyzed. The market insight also provides the readers with an overview of the new major platforms and targeted vehicle segments, brands, and products developed, along with a comparative analysis on them globally including the regional approaches.

Questions Answered:
- What value creation is attributed as a result of platform modularity?
- How is it expected to be in the future?
- Which are the key OEMs to benefit from the modularization strategies?
- Which are the key focus segments and body styles?
- How do these strategies compare and differ for various OEMs?
- How have OEMs transitioned since 2010 and achieved their 2015 targets?
- What is the future vision and execution strategy?
- What will be the outcome of these strategies of various OEMs?

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