

## **Lecture summary**

### **Subject: Key Factors in Development of a Premium Car**

DAIMLER as the inventor of the car with a history of over 130 years in the premium car industry owns mature development systems and processes.

What is the right platform and strategy to develop model portfolio, ensuring early strategic fix points but also flexibility to react on changing requirements?

How decisions are made among all relevant parties in order to find the best solutions and how different work streams come together?

What processes enable us to deliver premium Mercedes-Benz cars with strict quality requirements?

What drives us to commit ourselves to “the best or nothing”?

Find answers to these questions that are part of the key elements of the mechanism where Mercedes-Benz Cars are developed.

Automobile industry is in the deep transition and in our DNA it is exactly the pioneering spirit which is our strength in these times of transition - “First Move the World”. We welcome your talented contribution and passion to achieve this purpose with us!

## 内容概况

### 题目：豪华轿车研发过程中的关键因素

戴姆勒作为汽车发明者和有着超过 130 年历史的豪华汽车制造商，拥有成熟的研发体系和流程。

如何在适合的平台以正确的策略开发车型，在保证及早确定方案的同时考虑到适应未来需求的变化？

如何与所有相关方共同得出最优解决方案？

现有研发流程如何确保车辆满足严格的质量要求？

是什么促使我们一直致力于 the best or nothing？

这些问题的答案都是梅赛德斯奔驰乘用车研发过程中的关键。

汽车行业正在经历巨大的转变。先驱者的精神正是处在变革中奔驰人的优势。我们欢迎你的加入，以你的才能和热情，与我们一同实现未来的目标！