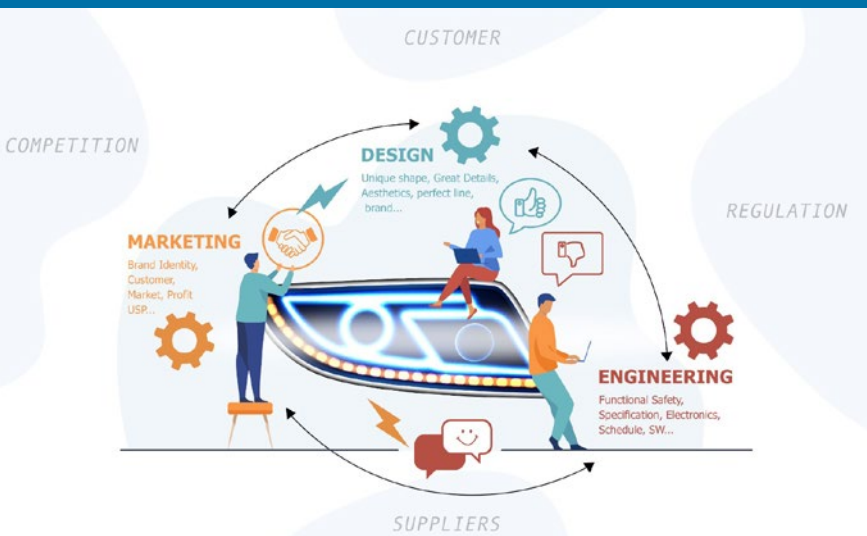


LIGHTING UNDER PRESSURE?

Leveraging tensions between Design,
Marketing and Engineering



DVN study will be ready for publication in
September 2021. Price: 5 000 Euros

For ordering or more information

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DVN adds another dimension to its repertoire by studying the process of creating a new vehicle, and understanding the role of lighting within this process. The result is a compact, and exciting-to-read, booklet reporting on the study having the title:

“ LIGHTING UNDER PRESSURE? LEVERAGING TENSIONS BETWEEN DESIGN, MARKETING AND ENGINEERING ”

This study focuses on the OEMs perspective of the vehicle creation process and, provides the users of this booklet with the opportunity to better understand the following:

- The roles and responsibilities of the OEM's Design, Marketing and lighting-engineering that often seem to be diffuse and unclear to observers from the outside. This "inside information" makes it more transparent.
- How to educate (new) managers, engineers, key-account managers and project leaders, for a better understanding of the vehicle creation process, to raise motivation and avoid frustration. It helps to prepare for the stormy times of a vehicle launch program.
- How to improve the capability to anticipate the complexity created by new influences and changed priorities in the OEM's process.
- How to transform from being an observer to becoming a player, in the early car creation phase, by leveraging the detailed behind-the-scenes information provided in the booklet.

A group of senior experts in the field of car lighting (Carsten Befelein, Geoff Draper, Hector Fratty, Wolfgang Huhn, Leo Metzemaekers, Jean Paul Ravier, Ralf Schäfer) has analysed, how a new vehicle model is created, and the roles of the different functions, especially with respect to creating the lighting system.

Not unexpectedly, during the discussions it became obvious that several tensions exist between the targets of the three key functions of Design, Marketing, and Lighting-engineering.

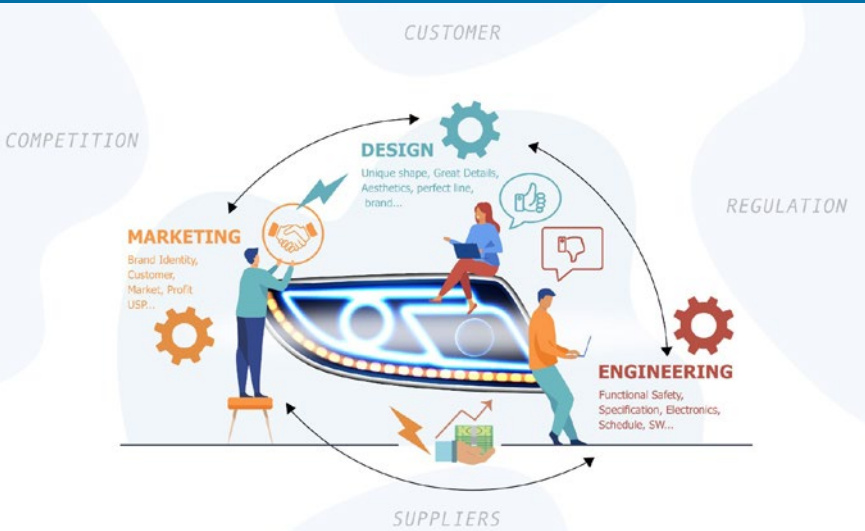
As with former studies, one element of information gathering was through interviews with a number of key stakeholders from Design, Marketing and Lighting-engineering, mainly at the OEMs.

The study starts by describing the main demands of the three key functions, including the influence of the homologation process. The study concludes by outlining the upcoming tensions, and unavoidable target conflicts, during the development of a vehicle and how to deal with them in a constructive manner.

This new DVN study will shine a light on such tensions with some examples; especially the role of Lighting-engineering in its relations to Marketing, Design and Regulation.

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