

DRIVING INNOVATIVE SOLUTIONS FOR TOMORROW

Matt Tsien
General Motors Corp.

GM is continuing to focus on innovation in many areas of the vehicle.

Innovation has two key phases - creation of an idea and implementation. Both are important and required to impact a company's product. GM has formalized an innovation process through two approaches:

- The first, short term (for one year or less), is call Decoupled Development (DD).
- The second, (for longer than one year), is called Global Advanced Technology System (GATS).

Both of these processes will be presented.

Supplier involvement in these processes contributes to their success. There are different GM / supplier relationships that are available and will be presented.

Finally, the key advanced development areas requiring composite supplier involvement will be presented.