

Orders of Magnitude

SATS

Lean Design & Manufacturing

- Car Body \approx \$650 STEEL \approx \$5000 Alum \approx \$25,000 Gr Comp
- GA Fuselage \approx \$24,000 Alum \approx \$50,000 GI Comp
- Car Assembly Labor $<$ 20 mh Steel
- GA Assembly Labor \approx 500 mh Alum \approx 1500 mh Comp
- Car Total Labor \approx 150 mh Steel
- GA Total Labor \approx 1200 mh Alum \approx 2,500 mh Comp

- Minivan Steel Price/lb \approx \$5 \approx 250,000/year volume
- Prowler Alum Price/lb \approx \$15 \approx 1,500/year volume
- Audi A8 Alum Price/lb \approx \$19 \approx 10,000 year volume
- Viper Comp Price/lb \approx \$20 \approx 1,500/year volume
- GA Alum Price/lb \approx \$100 \approx 200/year volume

- Automotive Research must meet severe cost restraints.
- **High Value GA parts offer profit potential that's higher than sports cars.**
- **Would automotive suppliers produce to GA specifications?**
- GA outlet until experience, tooling amortization, and volume reduce cost.
- GA companies should participate in PNGV, SAE, etc. - Near Term customer for auto research products