

University of Bath School of Management

news events news 2009

Glenn Parry and Andrew Graves present the EU 5 day car project in Brussels

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Dr Glenn Parry (forefront) and Professor Andrew Graves (left)



Professor Andrew Graves

Dr Glenn Parry and Professor Andrew Graves presented the findings of the [Intelligent Logistics for Innovative Product Technologies \[ILIPT\]](#) project to an audience of over 200 in Brussels at the [ILIPT Technology Day 2009](#).

The €16 million EU-funded Five Day Car Project has been developing the conceptual and practical aspects for achieving the automotive industry's next goal: the rapid delivery to the customer of a bespoke vehicle only days after placing an order.

The event was organised by [CLEPA](#), the European Association of Automotive Suppliers and the audience included MEPs, representatives of the European Investment Bank, EU Commissioners, and senior representatives from automotive companies.

The conference was opened by Mr Lars Holmqvist, CEO of CLEPA, who outlined the current challenges facing the automotive industry. The morning session was chaired by Professor Graves who gave the keynote address. He outlined how the project had developed from the studies of the International Motor Vehicle Programme at MIT, through to the UK 3-day Car Project and finally the EU funded ILIPT project.

The technical aspects of the project were presented. Andreas Untiedt from ThyssenKrupp Steel explained how modular concepts had been developed for the chassis, body and cockpit to facilitate late configuration and rapid assembly. Prof. Dr. Bernd Hellgrath, Fraunhofer IML, outlined the IT based processes developed to integrate the supplier network, linking selections made by the customer at the point of sale through to the automotive suppliers, checking capacity and placing orders. Dr Katja Klingebiel of ebp-consulting then presented the work that has been done to model and validate the concepts developed.

Dr Parry closed the morning session with a presentation on how the 5 Day Car could be implemented and the economic, environmental and social benefits that such a radically different business model would bring to the automotive industry. The presentations are available on the [CLEPA website](#).

Professor Graves led an interactive session in the afternoon where Dr Parry and other speakers were recalled to discuss build to order concepts in context of the current issues the automotive industry faced.

Malcolm Harbour MEP, a long time supporter of the Build to Order work at Bath, then led a session with presentations from industry, European Commissioners and the European Investment Bank. The speakers explored future issues, strategies and policies facing the European car industry. In the final question and answer session the current short term financing requirements of EU suppliers, mid-term governmental support and longer term strategies were discussed. The survival of suppliers and OEMs was of key importance as the loss a key business could significantly harm supply chains and increase the cost for those remaining. Many saw that BTO could play a valuable role in ensuring the long term survival of car making in Europe.

Dr Parry and Professor Grave's book entitled *Build to Order: the Road to the 5 Day Car* is the result of research undertaken during the project and draws upon contributions from 28 automotive experts from across Europe including a number from the University of Bath School of Management.

Build to Order: the Road to the 5-Day Car is available from [Springer](#)

Notes to Editors

[Professor Andrew Graves](#) and [Dr Glenn Parry](#) are members of the School of Management's [Lean and Agile Research Group \(LARG\)](#) which conducts high quality research into Design, Manufacture and the Management of Processes and Systems with an emphasis on Lean Production and Agility Best Practice. This research is managed through three industrial sector led themes: [Automotive](#), [Aerospace](#) and [Construction](#).

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General Notes For Editors:

The School of Management has consistently achieved both top research and teaching ratings in the UK's Higher Education Funding Council for England (HEFCE) assessments. In the most recent Research Assessment Exercise (RAE 2008), the School was rated 5th in the UK. Bath is one of a select number of international business schools who has been accredited by EQUIS, the [European Foundation for Management Development's \(EFMD\)](#) quality inspectorate and its MBA programme has been accredited by the Association of MBAs (AMBA) since 1976. The School is ranked in the top UK business schools by *The Times* and *The Guardian*.

As a research-led institution, the centrality of research to teaching is an essential feature of all our programmes. The School offers a full range of programmes from undergraduate to postgraduate up to PhD level and post-experience programmes including the world-ranked Bath MBA. The School also provides tailored executive development programmes for middle and senior management.

The School of Management has a faculty of 90 teaching and research staff, including visiting academics, with a support team of around 70 managerial and administrative staff. Research income has averaged £2 million per annum. There are approximately 2,100 students in total on certificated programmes, comprising some 200 MBA students, 340 taught Master's students, 180 full- and part-time research students, 400 Postgraduate Certificate students and over 1000 undergraduates following BSc degrees. The School also runs joint undergraduate programmes with Departments in the Faculties of Engineering and Design, Science, and European Studies and Modern Languages.



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