

To whom it may concern

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**Study on complexity and variety management
in the automotive product development**

Stuttgart,
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Dear Madame, Dear Sir,

Within the European research project ILIPT (Intelligent Logistics for Innovative Product Technologies – www.ilipt.org), the Fraunhofer Institute for Industrial Engineering IAO, Stuttgart, Germany is carrying out a study on complexity and variety management in the automotive product development.

The main goal of the ILIPT project is a stockless vehicle supply system to deliver a customer ordered vehicle in 5 working days. This will lead to the renewal of the entire industry and a quantum jump in competitiveness. ILIPT aims at a groundbreaking change of current thinking from the traditional concept of supply chains towards high-added value networks.

Therefore, the objective of this study is to provide insights in the ways companies within the automotive sector currently reduce variety related complexity as well as optimise diversity in products and processes. Furthermore, we want to identify future trends in 2015 with regard to automotive product and process development. The results will support us in the development of a methodology for complexity management in the automotive product development.

We would kindly ask you to complete the enclosed questionnaire. Please send it back to us within three weeks. Alternatively, an online-version of the questionnaire can be downloaded at <http://www.ilipt.org/public/survey>. In case of participation, we will send you a copy of the survey results as soon as the study is completed.

If you have any questions or interest in additional information about our study respectively the ILIPT project, please do not hesitate to contact us. Thank you for your support and we are looking forward to receiving your filled out questionnaire.

With best regards from Stuttgart

Mehmet Kürümlüoğlu

Stephan Schüle

Note: The data obtained from this survey will be treated with strict confidentiality,
the provided answers will be used anonymously