

Table 2: Typical plant investment in Budd all-steel body technology

(Source: CAIR)

Process	Typical investment cost (£)
Press Shop	100 million
Press tooling per car model (including variants)	20 million – 65 million
Body-in-white	50 million – 100 million
Paint plant	200 million – 250 million
Total	370 million – 515 million

Fig. 3: Return on sales in mass car production 1920s-2000s

(Source: GM)

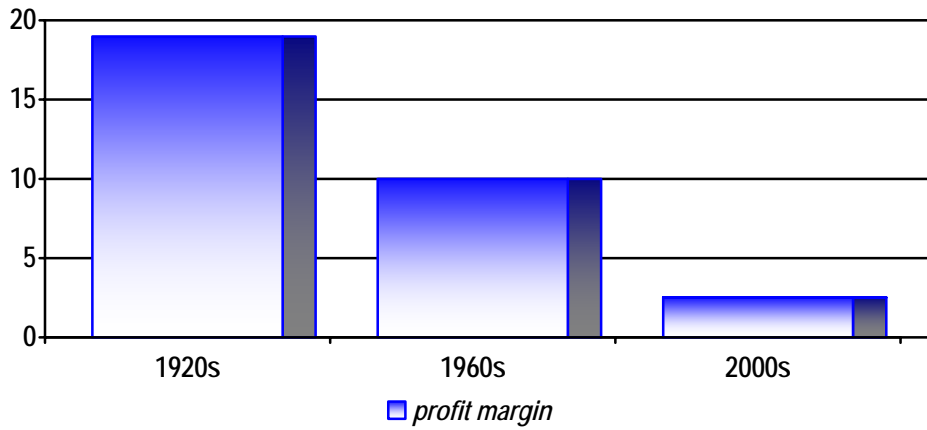


Fig. 4: Profit distribution in Value Chain

(Source: McKinsey & Co. 2000)

