



Supply chains: Smart cars

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What happens when you bring the best of two famous brands together? What sorts of innovations can emerge, and how is a brand image created for the new product? The Smart car came about as a result of a collaboration between car manufacturer Mercedes-Benz and Swatch, the Swiss watch maker. This album examines the innovations behind the Smart car, its supply chain, and its assembly line in Hambach, France, where a finished car is produced every 96 seconds. With its major suppliers situated on the same site, Smart can rapidly assemble a good value customisable car which is both pioneering and appealing. This material forms part of the Open University Course T882 Supply chain innovation, strategy and management