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Case-Study

## AIR COMPRESSOR FOR TYRE REPAIR KIT

**Challenge** Since at the time in question only one manufacturer of tyre air compressors was represented on the market, Gschwender Consulting GmbH was appointed by Daimler AG to find a new, capable alternative supplier and establish a good business relationship with them, based on Daimler AG's specifications and final asking price.

For the realisation of this project Daimler AG set a tight timeframe (max. 15 months to the product delivery).

**Initial situation** Daimler AG investigated potential areas for weight and cost reductions during a product optimisation programme for the Mercedes-Benz A-Class. Through the development of new technologies in tyre repair systems Daimler AG was able to omit the spare wheel from the car.

By using a tyre sealant the damaged tyre (e.g. punctured through a nail etc.) is repaired quickly and reliably. In order to refill the sealed tyre a tyre air compressor is required.

**Approach** A crucial characteristic of tyre air compressors is their electric power system. Gschwender Consulting GmbH concentrated its search for a suitable alternative supplier to innovative manufacturers in the field of electric power systems. With a project timeframe of 15 months the search was limited to manufacturers in close proximity to the development headquarters of Daimler AG.

**Realisation** After contacting a large number of companies and conducting »»»



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several creative meetings, the search culminated in the choice of an innovative and ambitious company specialised in manufacturing industrial control and drive technology elements. Run by its owner, the company proved to be flexible enough to develop and manufacture the required tyre air compressor within the given timescale. The combination of the company's long lasting experience in the field of industrial drive technology and its young team made it possible to mass produce the compressor on a fully automated assembly line only 12 months after the final order was given. In a second phase it was required to communicate the characteristics and performance aspects of car manufacturers to the employees of this newly formed automotive department.

**Achieved success** In a period of 4 years, sales volume increased from an initial 34,000 tyre air compressors to over 720,000 units a year. The rapid growth allowed this newcomer in the automotive field to become the market leader in the area of tyre air compressors.