

**Julia Hawley**

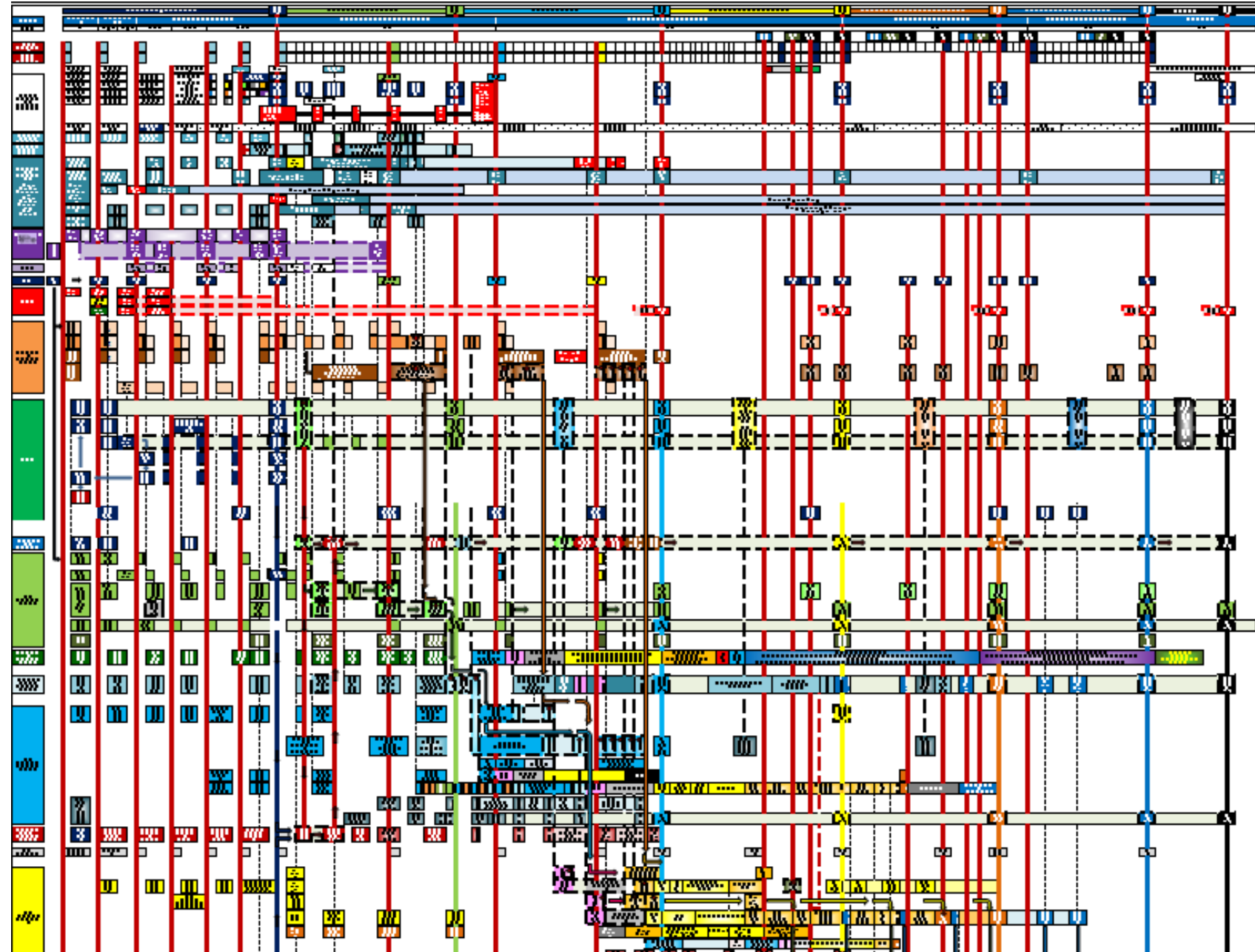
Stamping Technology  
Sr. Program Manager

# Program Management

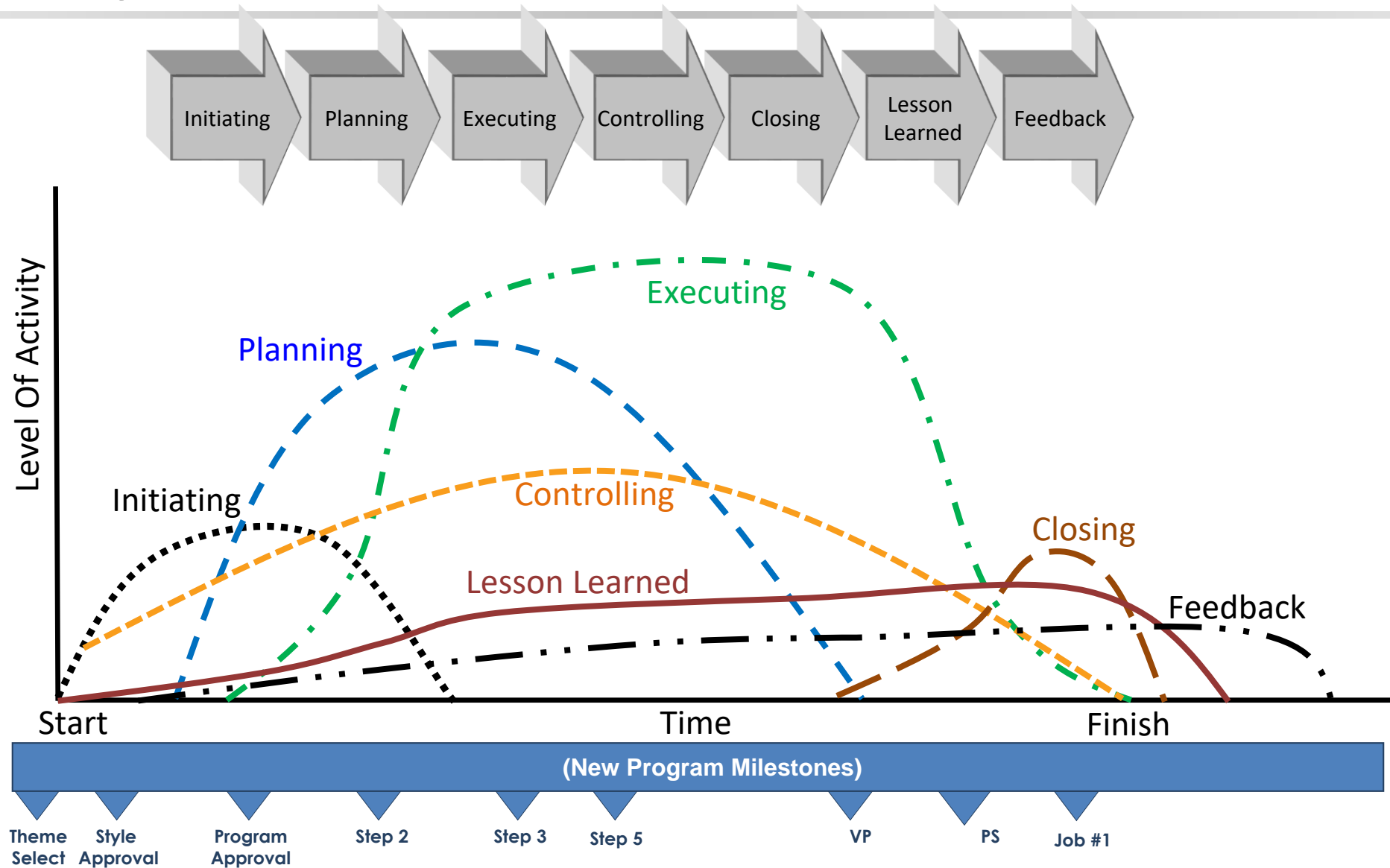
What does Stamping  
Technology Program  
Management Entail?



# FCA Die Engineering Road Map



# Project Lifecycle



## Early Concept Feasibility Phase

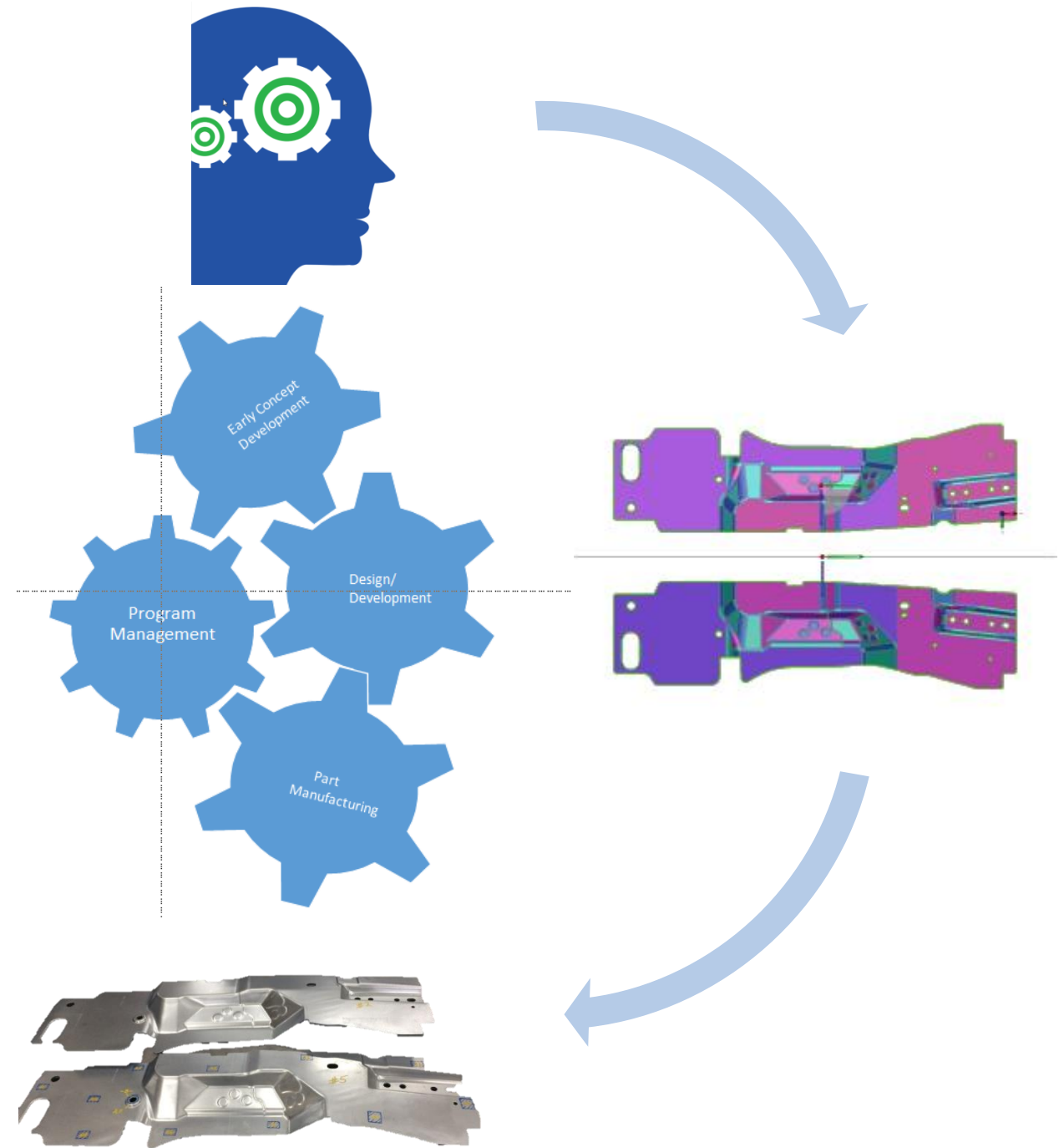
- Start of Concept
- Early Feasibility
- Theme Select
- Style Approval/Program Approval

## Design / Development Phases

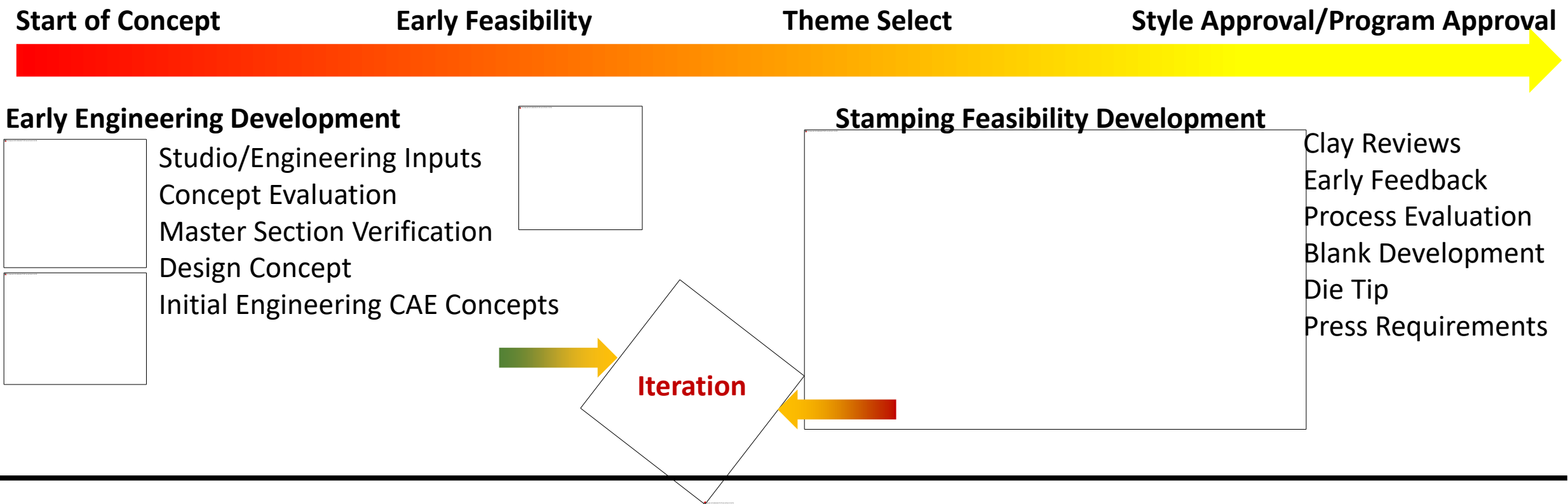
- Virtual feasibility of Design
- Design of tools
- Start of Construction

## Part/Vehicle Manufacturing Phase

- Tool Construction
- Component Manufacturing
- Measurement & Gage
- Vehicle Assembly
- Launch



# Early Concept & Feasibility Phase



## Program Management Activities

- Program Scope
  - Early Cost Estimates
  - Resource Assessment
  - Lessons Learned
  - Benchmarking
- Program Charter
  - Staffing Plan
  - Program Timing Layout
  - Part Risk Assessment
  - Identify New Materials Applications
  - *Balance Program Theme vs Process Robustness*
- Design/Process Issue Tracking
  - Final Program Budget Established
  - Identification of Material Sources
  - *Benchmarking*

# Design / Development Phases

Step 2

Step 3

Step 5

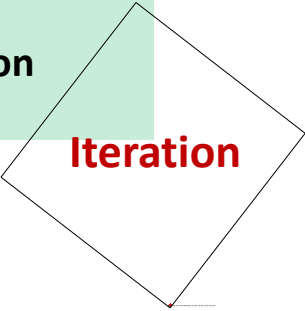
Engineering Development  
Die Process Development



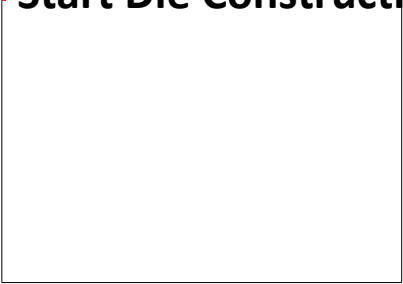
- Draw Die Feasible
- 6 Box Complete

- Overlapping of Die Process and Product Design Activity
- Overlapping of Process Simulation and Product Simulation
  - GD&T Released

- Draw Die Design
- Line Die Design



Start Die Construction



Full Cycle Feasible

- Patterns

- Castings

## Program Management Activities

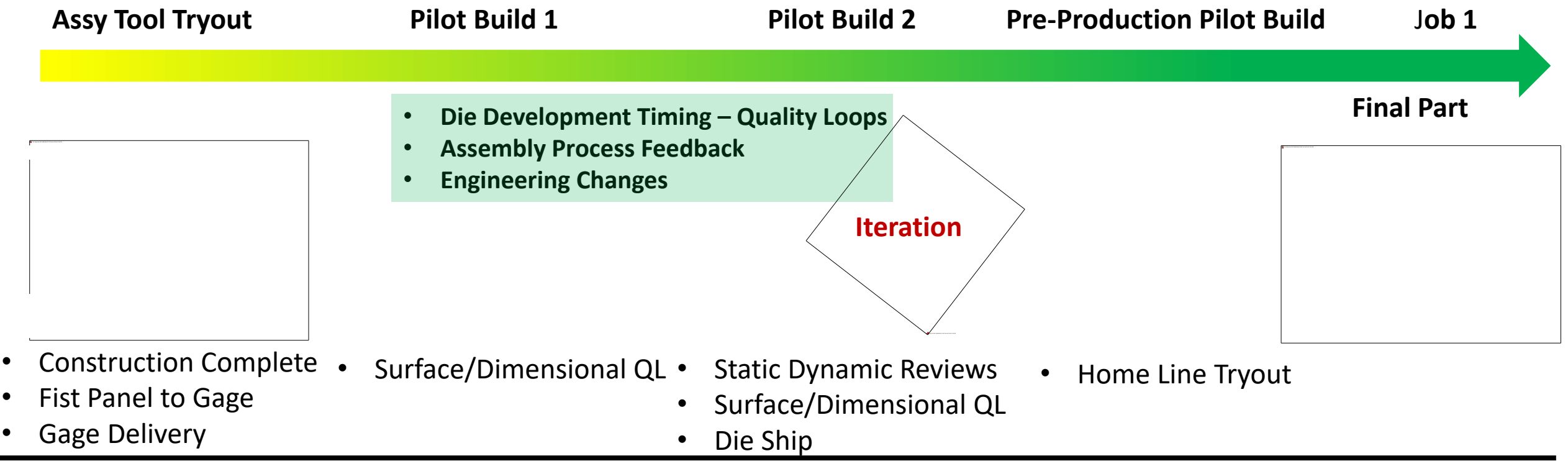
- Supplier Selection
- Material Sources Finalized
  - Material Cards Identified
- Status Summary Reports

- **GD&T Reviewed for Feasibility**
- **React to Design Revisions –**
  - Wind Tunnel Simulations
  - Engineering Simulation Results
  - Late Styling Revisions
- Gage Supplier Timing Established
- Program Timing Layout

- Verify Pre-Build Requirements
- VP Material Ordering
- Monitor Budget/Changes

Maintain All Program Timing and Cost Requirements

# Part/Vehicle Manufacturing Phase



## Program Management Activities

- **React to Program Timing Changes**
  - Build Quantity Revisions
  - Material Management (BH/AI)
- **Respond to Quality Issues**
  - Provide Build Feedback to Die Construction
  - Status Summary Reports
- Finalize / Coordinate Die Moves
  - Support Home Line Tryout
  - Dimensional Home Line Issues
  - Chrome/Nitride

# FCA Die Design Program Management

Balancing Multiple Inputs and Constraints to Deliver Robust Die Process on Time

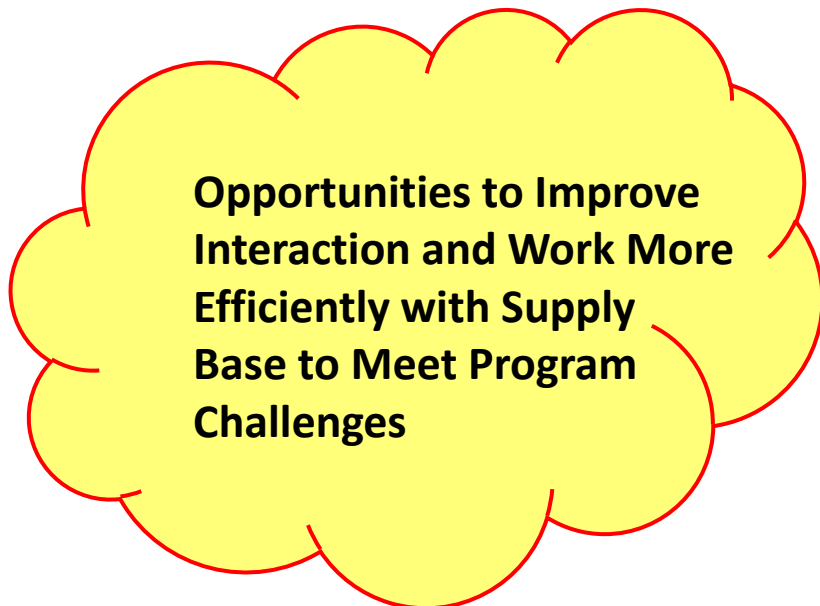
- **FCA Stamping Technology Program Management**

- **Central Source that Interacts with all facets of the Vehicle Development Process**

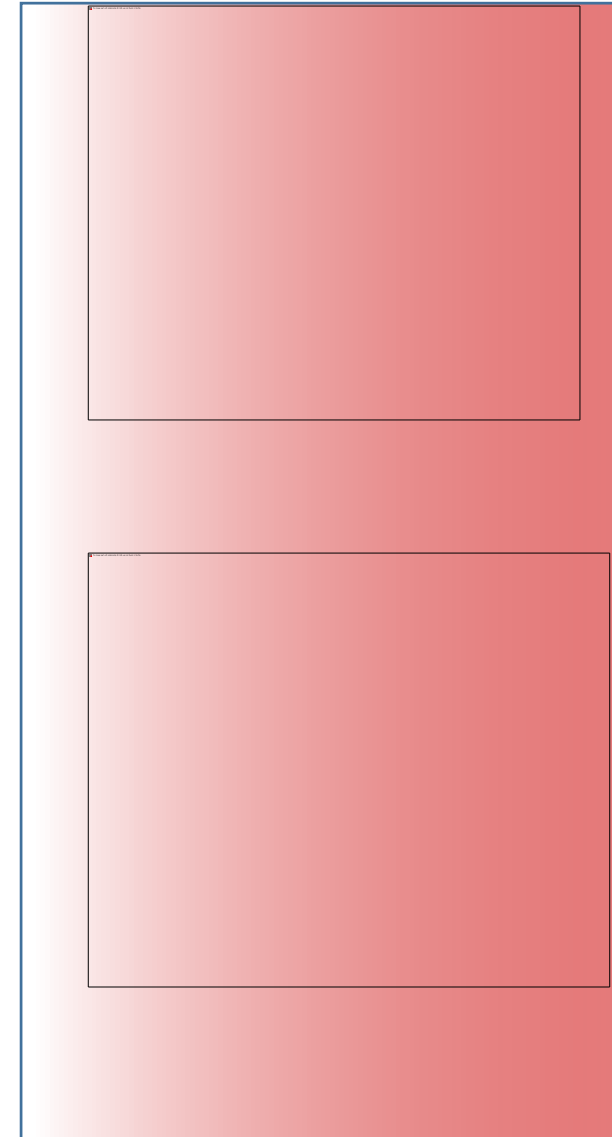


**Optimize Supply Base  
Feedback Loop**

- **Require Self sufficient Full Service Supply Base**
- **Strong Professional Supplier Program Management Required for Identifying and Implementing Beneficial Efficiencies**



**Opportunities to Improve  
Interaction and Work More  
Efficiently with Supply  
Base to Meet Program  
Challenges**





**END**