



GRAINGER & WORRALL

Grainger & Worrall's Engineering and Technology Director, Keith Denholm discusses where value proposition is to be found as manufacturers start standardising parts. Read the full transcript below.

How Does Standardisation Affect Value Proposition?

The industry has been growing a number of non-automotive commodity suppliers over recent years, companies like Samsung. They're very big on making electric motors now, along with some of the big industrial groups who are seeing an opportunity to commoditize these sorts of things. Their technology and their rate of change of technology will be good because they're big companies, and their price point will probably be sufficiently attractive for people to consider that option of using commodities where there is no perceived value by the customer. This is in deference to putting the value where the customer perceives it- styling, functional things. You look inside all of the portfolio press releases of these new vehicles that are emanating, and there's more said about the interior space and the lightened versatility of the layout because of the neat packaging, etc. I think this is the proposition that these premium brands will now start to work on. It's going to go fast enough, don't worry about that- it will go 600 miles. You plug it in and everything's fine. I think the value proposition will come from the fact that it's got wonderful comfort, like automated driving, and it's got things which don't belong to the powertrain.

Want to find out more about the role of sand casting in electric vehicle manufacturing? Read our free eBook, **Making EV Components with Sand Casting**.

[READ THE EV EBOOK](#)