

Shaping the New Company

Author: Administrator User<info@frifugl.no> THINK City is a great little car, developed by enthusiastic Scandinavian designers, and under Ford's leadership grew into a fully developed car concept ready for global production. The new holding company is called THINK GLOBAL, as its owners want to explore new forms of a global technology partnership for local manufacturing of the Think City. Under the motto "Think Again" the company has started a process of radically "rethinking" the business concept of this pioneering vehicle. THINK GLOBAL wants to create a new form of global technology partnership focused on local manufacturing, creating a unique environmental car and business concept. Among the concepts being considered: Adapt the car to become even more modular, allowing different options and energy sources, Develop a hybrid with a supplementary fuel cell, and a module that runs on biofuels. Develop manufacturing that is modular and decentralized, with local manufacturing sites owned by local communities and partners. The THINK can be built in an efficient way even in small assembly plants, as 80% of the car's cost are supplier linked: Coordinating the purchase on behalf of many locally owned plants can drastically reduce the cost of all. Radically rethink the whole ownership, management, distribution, and financing concept, making THINK a true 21st-century corporate concept, where local sharing and socially responsible work conditions are paramount.