



Considerations when setting up a Global Automotive Distribution Network

Purpose

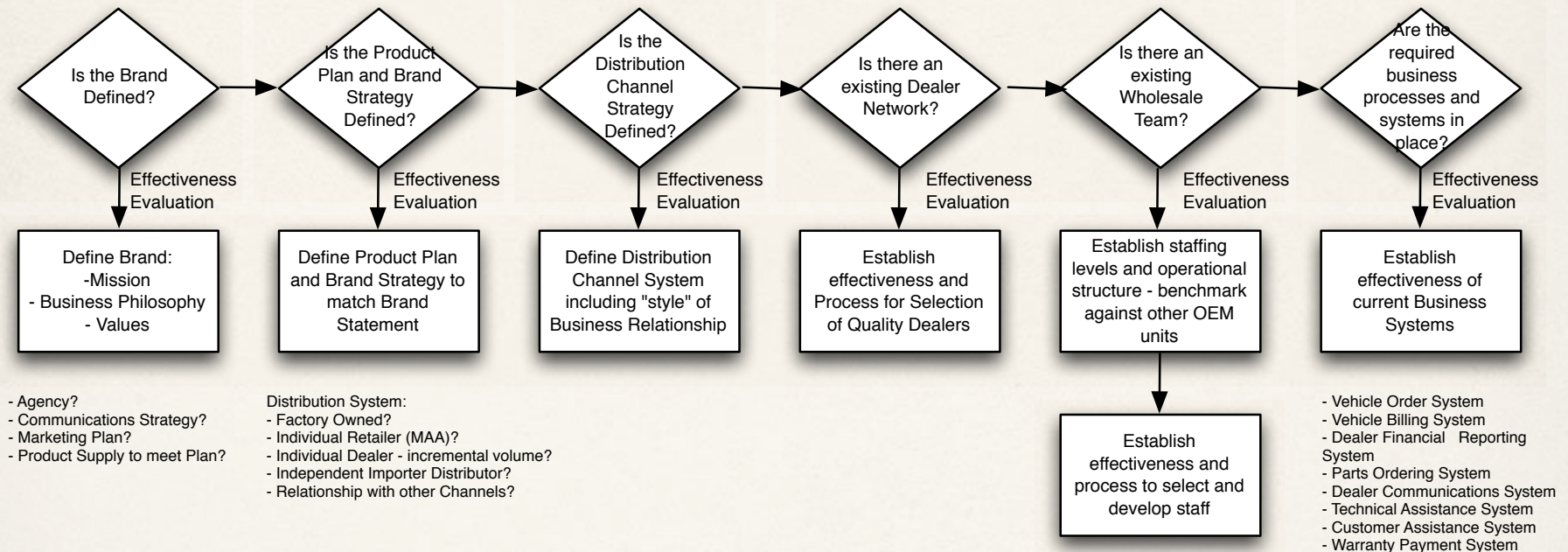
- ❖ To provide a structured marketplace development process focused on ensuring network effectiveness and efficiency
- ❖ To leverage leading practice elements to ensure global competitiveness
- ❖ To provide a prioritized implementation plan and additional support as required to ensure success

Considerations

- ❖ Will this be a traditional network with sales and service outlets?
- ❖ Will this be a new network, or will it be joined with other brands - automotive and/or non automotive?
- ❖ Will there be one network design or will this be situational based on each market?
- ❖ Will there be factory direct to dealer processes, or will distribution be handled through distributorships?
- ❖ Will network support activities be outsourced or factory owned?
- ❖ Will the roll-out be limited to certain markets or will there be representation globally?

Marketplace Elements

Level 1



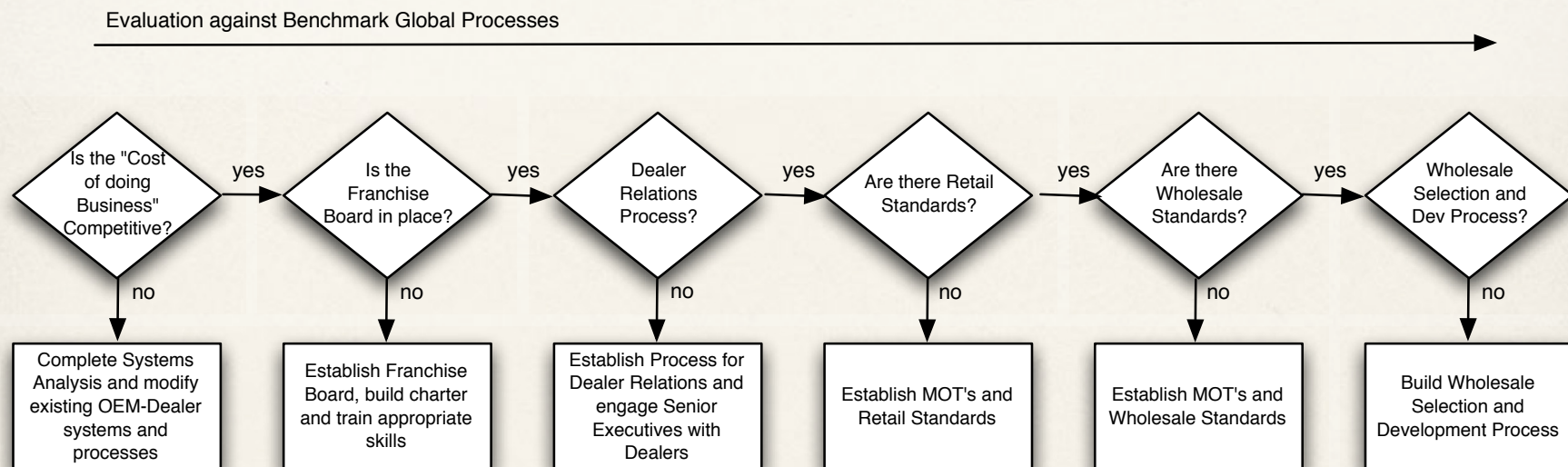
Note: Multiple elements can be built at the same time, although some decisions impact other elements. The sequence also depends on market maturity and existing competitive networks.

Key Business Performance Metrics:

- Profitability (Business and Dealer)
- Marketshare
- Dealer Satisfaction
- Customer Satisfaction
- Structural Cost
- Transaction Costs
- Warranty Cost

Marketplace Elements

Level 2a - Designed to meet Benchmark Global Processes Requirements

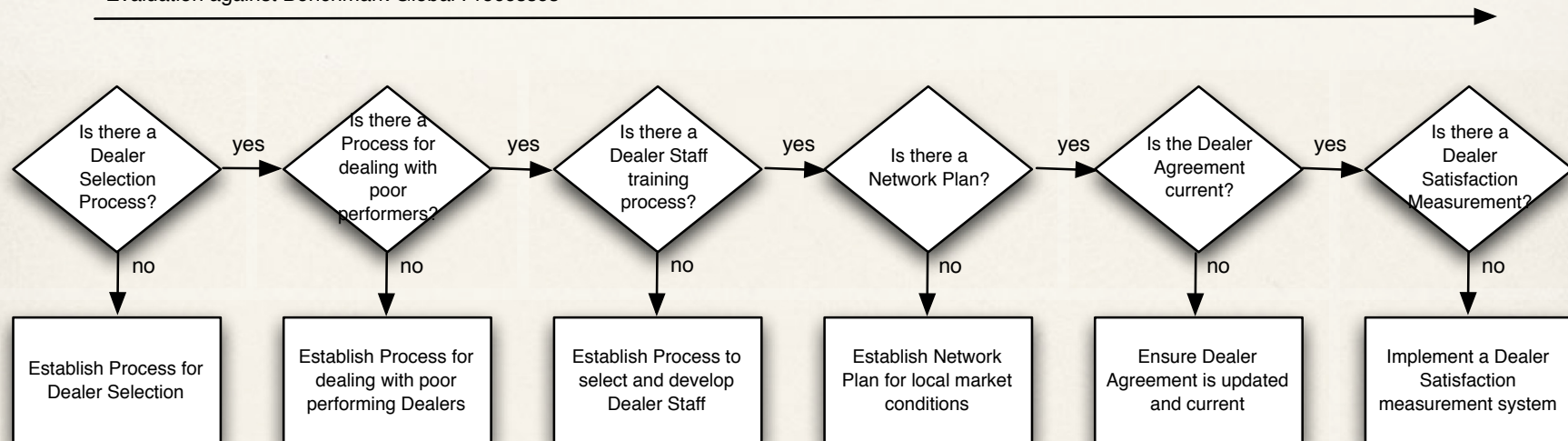


For each element the effort-expense required to achieve Benchmark Global Processes must be established. Sequence of work is subject to market priorities based on market size and maturity and competitive opportunities.

Marketplace Elements

Level 2b - Designed to meet Benchmark Global Processes Requirements

Evaluation against Benchmark Global Processes

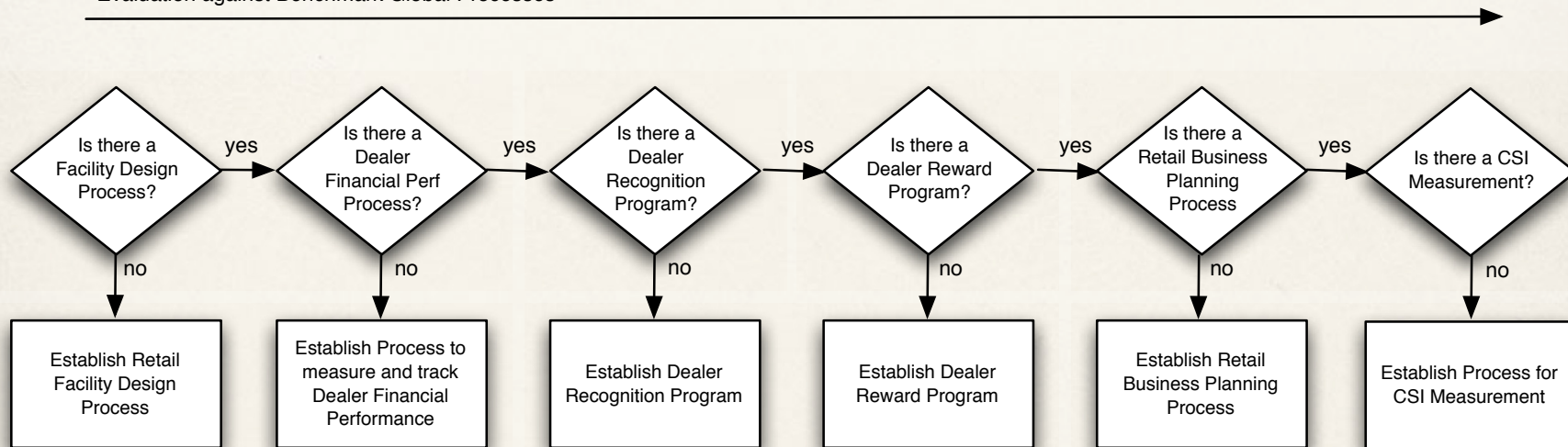


For each element the effort-expense required to achieve Benchmark Global Processes must be established. Sequence of work is subject to market priorities based on market size and maturity and competitive opportunities.

Marketplace Elements

Level 2c - Designed to meet Benchmark Global Processes Requirements

Evaluation against Benchmark Global Processes



For each element the effort-expense required to achieve Benchmark Global Processes must be established. Sequence of work is subject to market priorities based on market size and maturity and competitive opportunities.