PRODUCT PROFILE

Industry: Automotive (Under the Hood and Exterior)
Applications: Chrysler PF & DS Active Grille Shutter Systems

CUSTOMER ISSUE

Magna was competitively bidding on Chrysler’s new Active Grille Shutter systems. These systems are designed to reduce drag and improve fuel economy by re-directing air around the vehicle. The redesigned Dodge Ram truck (DS platform) was originally slated to get this technology first, but Chrysler decided to pull it ahead on the all new Dodge Dart (PF platform). In order to secure the PF and DS Active Grille Shutter business from its competitors, Magna needed a competitive advantage.

AGS TECHNOLOGY SOLUTION

AGS Technology’s location near the Chrysler assembly plant in Belvidere, Illinois would make it an ideal location for molding, assembling, and shipping the PF Active Grille Shutter. In addition, most of the PF injection molded parts were common to the DS Active Grille Shutter which would allow the same tooling to support Magna’s DS Front End Module (FEM) assembly operation in Warren, Michigan. Magna realized that working closely with AGS Technology would give them a big edge over the competition by significantly lowering PF freight and DS tooling costs. Pitching this strategy to Chrysler, Magna was awarded their PF and DS Active Grille Shutter system business.

Magna and AGS Technology have entered into a mutually beneficial supply agreement. AGS Technology supplies the PF and DS injection molded parts to Magna. For the PF program, Magna utilizes assembly space within AGS Technology’s Schaumburg, Illinois facility and manages the complete assembly of the PF Active Grille Shutter system. For the DS platform AGS Technology ships the injection molded parts as a more traditional supplier to Magna’s FEM plant in Warren, Michigan.
To find out more about how you can gain a competitive advantage working with AGS Technology call (847) 534-6600.