



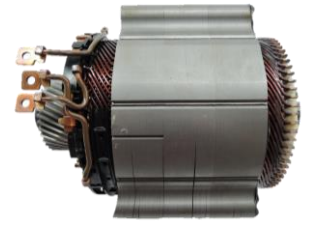
**Tesla Model 3
Rear Motor**



**Tesla Model 3
Front Motor**



BMW i3



Chevrolet Bolt



Chevrolet Volt



Toyota Prius



**2019 Jaguar
I-PACE**



**2019 Audi e-tron
Front Motor**



**2019 Audi e-tron
Rear Motor**



**2020 Nissan
Leaf**

NEW

Ten Motor Cost and Benchmark Report

\$39,000 USD

***If you purchased the previous 6 Motor Report you are eligible for a *significant* discount. Contact Munro today to find out more!**

Munro conducted a side by side motor comparison capturing detailed cost and component data

Purchasers will receive a 437-page benchmark report for ten motors at a cost of \$39,000 US dollars compared to an estimated value of \$250,000 if purchased individually.

- A. Top level side by side comparisons
- B. Detailed section for each motor
- C. Motor technical cost analysis
- D. Appendix with additional motor information



Description of the Motor Analysis

- A. Side by side motor comparing torque, power ratings, motor types, application, part count, cost and weight
- B. Each motor has a dedicated report section providing detailed dimensional data such as:
 - Over all dimensions and weights
 - Discreet part dimensions i.e. laminate thicknesses and counts
 - Gauss values of magnets
 - Pole counts
 - Magnet configurations
- C. Complete technical cost analysis of each motor.
 - Includes the stator, rotor, rotor shaft and resolver target wheel.
 - Excludes motor housings, gear train and controls
- D. Appendix with supplemental technical performance data and material chemical analysis.

Report Delivery

- ❖ All reports and accompanying deliverables will be made available for easy access through a secure File Transfer Protocol (FTP) site.
- ❖ The report utilizes hyperlinks within a table of contents to facilitate the ability to easily navigate throughout the contents and quickly find specific data and information to meet user needs.



Motor Benchmark Report

The Benchmark Report is highly advantageous for OEMs or suppliers looking to effectively expand and compete in new EV markets.

- ❖ The report is a comprehensive cost analysis of each motor.
- ❖ This report contains descriptive and pictorial detail on every facet of the motors dimensional data, manufacturing and cost analysis.
- ❖ Those who purchase the report will receive a single report containing:
 - a. Executive Summary
 - b. Side by Side Summary
 - c. Dimensional Data
 - d. Costed Bill of Material



Ten Motor Report



Cost Estimates

The costs of the motors are broken up into two buckets, stator and rotor. Munro used their proprietary software and methodologies to establish a should cost to manufacture the various parts found in each of the motors. An overview of the costing methods is provided in the report. The costing methodologies have been developed by Munro over the last 15 to 20 years supporting numerous OEM's and suppliers as well as government agencies for future rule making decisions regarding fuel economy and safety standards.

[Richman from EPA]

“Munro is recognized as being technically competent, highly experienced, knowledgeable, and creative in benchmarking and lean engineering of automotive and non-automotive systems. Costing models are thorough, covering all elements of total production cost.”



Instrument Panel Trim

Assembly Summary

Zone: Zone 3: Interior & Safety
 System: Instrument Panel Trim
 Part: Passenger Frontseat Substrate Assy

Supplier Name/Code	Part Name	Material	Quantity	Unit Cost	Total	Material	Process	Supplier	Weight
	Substrate	Steel	1	\$10.00	\$10.00				0.5
	Trim	Plastic	1	\$5.00	\$5.00				0.2
	Fasteners	Steel	10	\$0.50	\$5.00				0.1
	Trunk Mount (Sg)	Steel	1	\$10.00	\$10.00				0.3
	Material Cost				\$30.00				
	Process Cost				\$10.00				
	Substrate Front Seat				\$20.00				
	Supplier Front Seat Sg				\$10.00				
	SK&A and Profit				\$10.00				
	Total Cost				\$50.00				

Disclaimers

This cost analysis utilizes the Quick Cost Estimating method:

Quick Cost Estimating (QCE) is gaining popularity due to the need for speed driven and accurate results. In response, Munro has developed a proprietary methodology. The goal of QCE is to provide the customer with approximate, rather than technical costs which are much more expensive and time consuming to generate. A QCE's level of accuracy provides customers with the ability to make sound comparisons and directional decisions with confidence.

The QCE process starts with the disassembly of the vehicle and the creation of a bill of materials and a bill of process within Design Profit® Software, which is referred to as a cost map. For each component in the Design Profit® cost map, properties such as material, manufacturing process, complexity, weight, size, etc. are analyzed to determine how it should be costed. The QCE process relies on Munro's expertise, knowledge base, process calculators, and supporting labor, material, and manufacturing & machinery databases. The costs reported for this analysis will include material costs (raw material & purchased parts), process costs (manufacturing and assembly of components), and final assembly costs for the supplier and OEM.

Ten Motor Report



Motor Costed Bill of Material

- ❖ The costed bill of material (CBOM) is a consolidated view of the cost information presented in the reports. A CBOM report is included for each motor analyzed.
- ❖ The bill of material is an indented format and includes:
 - Part name
 - Material
 - Total Cost
 - Weight
 - Quantity
 - Total Weight

Assembly Name							
Symbol Name	Material Name	Supplier Name	Total Cost*	Weight (kg)	Item Qty	Total Cost* (Total)	Weight (kg) (Total)
Suspension Front Bolt	Commodity Item	-					
Suspension Middle Bolt	Commodity Item	-					
Suspension Front Cradle Bolt close to vehicle Rear	Commodity Item	-					
Suspension Rear Bolt close to vehicle Rear	Commodity Item	-	\$0.29	0.0673	2	\$0.58	0.1346
M10-1.25x35 Class 10 SHex Extra Big Flange Bolt	Commodity Item	-	\$0.06	0.0244	4	\$0.32	0.0976
M10-1.6x33 Class 10 SHex Flange Head Bolt	Commodity Item	-	\$0.11	0.0336	4	\$0.44	0.1344
Brake Line Clip Front Wheel	Commodity Item	-	\$0.05	0.0032	2	\$0.10	0.0064
Rear Suspension Assembly	Multiple	-	\$423.87	65.4512	1	\$423.87	65.4512
Rear Cradle Assy with Swaybar	Multiple	-	\$114.71	26.1172	1	\$114.71	26.1172
Rear Cradle Assy without Swaybar	Multiple	-	\$102.15	23.0000	1	\$102.15	23.0000
Rear Stabilizer Bar Assembly	Multiple	-	\$11.82	3.8360	1	\$11.82	3.8360
Bolt Swaybar Brackets to RR Cradle	Commodity Item	-	\$0.06	0.0203	4	\$0.24	0.0812
Bolt Motor Mount to RR Cradle Assy	Commodity Item	-	\$0.37	0.0974	3	\$1.11	0.2922
Rear Suspension Assembly LH	Multiple	-	\$149.44	18.8255	1	\$149.44	18.8255
Rear Knuckle	AI - A356	-	\$45.13	4.6160	1	\$45.13	4.6160
Rear Lwr Track Bar AR	Multiple	-	\$5.94	0.9460	1	\$5.94	0.9460
M12-1.75x75 Hex Hd. Shoulder Screw	Commodity Item	-	\$0.31	0.0553	3	\$0.93	0.2559
M12-1.75 Hex Nut	Commodity Item	-	\$0.06	0.0213	3	\$0.18	0.0639
Rear LTB-Fox	Multiple	-	\$6.36	0.7960	1	\$6.36	0.7960
Rear Link Bar	Multiple	-	\$7.87	0.3261	1	\$7.87	0.3261
M10-1.5 HEX NUT	Commodity Item	-	\$0.06	0.0147	1	\$0.06	0.0147
Rear UTB-Fox	Multiple	-	\$5.90	0.7460	1	\$5.90	0.7460
REAR UTB-AR	Multiple	-	\$6.24	0.9140	1	\$6.24	0.9140
M14-2 x 95 Hex Hd Bolt	Commodity Item	-	\$0.63	0.1487	3	\$1.89	0.4461
M14-2 Hex Nut	Commodity Item	-	\$0.10	0.0327	3	\$0.30	0.0981
Rear Spring Seat Assembly	Multiple	-	\$7.22	3.6397	1	\$7.22	3.6397
Rear Spring Seat	Steel 1015 - Coil	-	\$5.80	2.7980	1	\$5.80	2.7980
Rear Spring Seat Cover	PP-GF20	-	\$1.10	0.2300	1	\$1.10	0.2300
M6x19 Hex Screw/washer, Front Aero Shield	Commodity Item	-	\$0.12	0.0117	1	\$0.12	0.0117
Rear Shock Assembly	Multiple	Mando	\$28.50	2.8940	1	\$28.50	2.8940
Rear Coil Spring Assembly	Commodity Item	-	\$14.53	3.7530	1	\$14.53	3.7530
Rear Spring Bottom Pad	NBR	-	\$1.24	0.1390	1	\$1.24	0.1390

Cost Bill Of Material Example

Please note the costed bill of material is provided in pictorial / PDF format and will not be available in Excel.



FAQ (Frequently Asked Questions)

- ❖ Were Manufactures involved in the study?
No, OEM proprietary costs nor any suppliers quoted costs were used in this study.
- ❖ Is there any OEM propriety (stolen) IP in this report?
No. All data was developed through Munro's proven methodologies from the purchased production components
- ❖ Is the car costed using only NAFTA costing centers?
Yes, Munro includes labor, factory floor cost, taxes and SG&A for OEM or Tier Suppliers.
- ❖ Is this a Costing or Pricing report?
This is a Costing Report. Pricing has too many variables.

Legal Disclaimers & Sales Condition

- ❖ How can I see the sample report before purchasing?
Please contact your regional Munro salesperson. They can provide sample information in digital PDF format NOTE: critical data will be hidden in the sample.
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Internal Company correspondence is authorized.
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- ❖ If there is a request for someone from Munro to visit and to explain in detail the report, is it possible to do or is it included in the price of report?
No, it is not included in the price of report.
Munro will visit if the customer pays for the travel and daily fee.
- ❖ If there are a few but specific questions on the content of report, is it possible to support a phone or e-mail communication?
Yes, please contact the local area salesperson and we will respond with our answers.