



Inter Company Correspondence

Telephone

Date

776-2909

January 27, 1993

To-Name & Department

CIMS Number

Please See Below

From-Name & Department

CIMS Number

R. A. Winter

General Product Manager - Minivan Operations C.T.C.

482-08-02

Subject:

Minivan Safety Leadership Team (SLT)

TO: D.P. Bostwick
T.M. Creed
D.E. Dawkins
R.L. Franson

M.R. Levine
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S.A. Torok

Safety has been an important consideration among Minivan buyers, and Chrysler has enjoyed a leadership position with the implementation of driver's air bag and child seats. The competition has passed us in 1993 by meeting passenger car safety standards, but we will retake the lead in 1994 with passenger side air bags.

In order to maintain our leadership position in this segment we need to provide a vehicle that has the most important safety attributes, and to that end the Minivan Safety Leadership Team is being formed. The purpose of the team is to re-establish Chrysler's advertisable safety leadership position, with particular emphasis on the NS-Body. The general format will focus effort in the areas of "Accident Avoidance", "Accident Survival" and other security issues, and the team will avail itself to all sources of expertise/assistance.

Attached is the current membership listing. Your support/awareness of this activity will enhance the ability of the team in this extremely important task. Your comments are welcome.

R.A. Winter

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Attachment

**NS-BODY
SAFETY LEADERSHIP TEAM (SLT)**

- **Background**

- Through its aggressive implementation of the air bag, and other safety related features, Chrysler enjoyed an advertisable safety leadership position through the 1990/1991 timeframe.
- Current and projected competitive activity in the area of safety will erode our leadership position to that of parity, especially in the minivan segment.

- **Purpose/Mission Statement**

- Accurately assess our current and projected status in the area of safety, using the following as a basis for discussion:
 - ▶ 1995 AS-Body exit levels
 - ▶ Documentation/specification of regulatory compliance plans
- Define specific additional requirements/actions to re-establish an advertisable leadership position.
- Focus will be on the NS-Body and the minivan segment, but SLT activity will be formatted to be transferrable/accessible to other platforms.
- Monitor safety innovations.
- Monitor competitive activity.
- Establish/monitor consumer acceptance.

- **Format**

- It is proposed that the SLT examine the safety leadership issue in the context of the following categories:
 - ▶ Accident Avoidance
 - ABS
 - Traction Control/Enhancement
 - Speed Dependent Steering
 - Active Suspension
 - Driver Information Enhancement

- **Format (continued)**

- ▶ **Accident Avoidance (continued)**
 - Exterior Lighting/Signaling
 - Mirrors/Visibility
 - Back-up Alert

- ▶ **Accident Survivability**
 - Air Bags (Active)
 - Occupant Restraints (Passive and Active)
 - Crash Management
 - Crash Intrusion
 - Bumper Integrity
 - Side Impact
 - Roof Crush
 - Rollover
 - Seat Back Strength
 - Headrests
 - Glass Retention

- ▶ **Other**
 - Anti-theft
 - Security Systems
 - Mechanical Reliability
 - Communications
 - Comfort (anti-fatigue)
 - IVHS

- **Organization/Membership**

- Minivan Operations (Chair)
- Safety Office
- Engineering
- International Operations
- Liberty
- Marketing
- Sales
- Design Office
- Competitive Information Activity

- ▶ Additional organization involvement will occur as appropriate.

- **Other**

- To be effective, the SLT will require empowerment via executive level recognition of the SLT mission, and resultant dedication of staff support.
- Meeting time tentatively set to alternate with existing Minivan Complexity Team on Tuesdays, 8:15 - 9:00 a.m.
- Initial agenda priority will be review of the NS-Body ABS strategy.

NS-BODY SAFETY LEADERSHIP TEAM (SLT)

MEMBERSHIP

<u>Organization</u>	<u>Representatives</u>	<u>CIMS</u>	<u>Telephone</u>	<u>Telefax</u>
Minivan Operations *	Paul V. Sheridan	482-08-02	776-4824	776-2261
Safety Office	Ronald S. Zarowitz	415-03-21	876-1126	822-5069
Engineering	TBD			
International Operations	Gregory A. Blindu	415-03-05	876-5983	876-4752
Liberty	TBD			
Marketing	William H. Hines (Dodge) Mark W. Clemons (C/P)	414-04-40 414-04-35	876-5523 876-3763	822-6957 822-6957
Sales	James L. Boeberitz	414-05-29	876-3942	822-7431
Design	TBD			
Competitive Information Activity	Michael T. Delahanty	414-02-16	876-1464	876-4241

*Chair