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Product Quality: The most important driver



Quality has made Ford an industry leader for over 100 years!

The quality of the Ford products is one of the most important drivers in the company's manufacturing, where the launch decisions that result in high quality standards are considered.

Quality is not only the most visible attribute in a brand new automobile, but it is also one customers experience most.

A high quality score reflects an image of the brand in the customers' mind inspiring the confidence in the product that is critical to maintain a competitive advantage.

To be able to handle facing rapid changes in the global marketplaces Ford is pursuing flexible manufacturing through building new global flexible manufacturing facilities or revamping current plants to create flexible production lines. This represents a challenge in the operations since a number of vehicles coming out of the line will be brand new designs with no carryover components, which cannot be re-used, and this can cause a number of issues during the launch.

Over the course of the year, VOME has been focusing on quality launches through proven optimization methods, such as decreasing body fits issues through Vehicle On Wheels (VOW) Closures Inspection Stations. Promoting global standards and global standardization of facilities and processes, part pedigree, detection of dirt in paint, slow build and consumer driven strategies, such as Six Sigma, is a vast way to enable processes to produce quality results.

The main driver of these processes and strategies is VOME's own particular initiative to improve the quality of the manufactured finished products.

Customer satisfaction is fragile and complains can have multiple root causes and multiple factors that can be studied with VOME's manufacturing processes and methods, all of which, help support flexible manufacturing, focusing on the awareness necessary to check the variables that can potentially affect the quality of the launch and impact the finished product. ■



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