



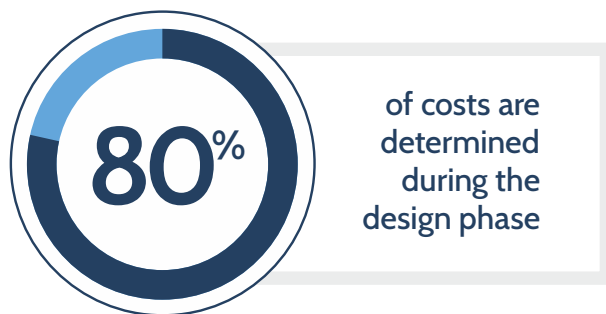
**Uncompromising Comfort
for Automotive Seats**









Trends change. The desire to be profitable doesn't.

With the demands for noise reduction, electrification, autonomous driving and comfort, automakers need to look at every component of their vehicles for potential weight savings—including the bearings used in their seats. But maybe not for the obvious reasons.

What many automakers don't realize is that the bearings often determine other components, including the housing, shaft and support structures. In the effort to save money on bearings, manufacturers often increase their overall production costs.



Case study: Late design changes limit savings*

-  1. A buyer receives a design and purchases familiar bearings, saving 0,03€ per part.
-  2. Manufacturing starts and the team learns the assembly can be made for 0,20€ less, but a different bearing is needed.
-  3. It's too late to change designs because the bearings have already been purchased. VA/VE is necessary and additional costs are incurred to implement a more efficient design.
-  4. Instead of saving 0,03€ per part, the company spent an extra 0,17€ per part.
-  5. The entire production run cost the company 1,7M€ more than necessary.
-  6. This overspend could have been avoided if GGB had been included in the early stages of the design process.

* based on GGB in-house projection

What if there was a way to increase the effectiveness of your design while meeting cost-saving targets?



More than bearings. Solutions.

By partnering with GGB early in the design process, we are able to review your assembly and make sure both the bearing and surrounding components are the most cost-effective. This collaborative approach can reduce costs and avoid delays in manufacturing.

In addition to reducing production costs, partnering early in the design phase increases customer satisfaction by identifying ways to improve adjustment functionality and reduce cabin noise.

To learn how collaborating with GGB can improve your seat assembly design and save you money, visit ggbearings.com or talk to one of our Application Engineers today.

With early collaboration, GGB provides the following benefits:



Seating application experts



Global footprint



Fast turnaround for prototypes



Improved overall system efficiency



Increased cost effectiveness

GGB automotive seat applications

The advantage of GGB products:

- Noise elimination
- Vibration damping
- Improved comfort
- Weight reduction





GLOBAL FOOTPRINT

GGB has manufacturing, sales, service and support locations around the globe. This vast network of resources and expertise enables us to respond promptly to your bearing needs wherever you do business.



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