The Lifecycle of a Car

Cars are usually designed years ahead of time. Research and development consists of designing a new body that appeals to the consumer. In such ways the body or frame of the car decides the fuel efficiency, safety features and style which are all ways to attract customers. The designer of the car uses clay models and collaborates with engineers to grasp the functionality of this new car design. Tests with wind tunnels as well as rigorous driving tests must be taken to ensure the durability of the new car.

Marketing is done through the use of commercials and advertisements. Common types of car company commercials include informative, comparative, and bandwagon techniques. Informative advertisements give statistics about the fuel efficiency, safety, and price of the car. Comparative commercials compare car company A’s car to car company B’s car showing how car A is better. Other techniques such as bandwagon techniques try to get consumers to buy their product because everyone else has one.

Manufacturing is done through the use of an assembly line which provides for a more efficient work force. The process begins with the steel frame of the car testing for any weakness and making sure it can support the car entirely. Other products are assembled separately ranging from the headlights to interior. These products are made of mostly plastic and aluminum because they are light and cheap materials which lead to fuel efficiency. In the end, the separate parts are assembled together in this assembly line resulting in the finished product.

Sales, Distribution and Transportation are the main objectives after making the new style car. The packaging and transportation of the car is done through the use of bubble wrap, and trucks to haul the cars to the dealership. The sales and distribution is then managed from this car dealership providing customers the ability to test drive and view the different models of the car. The dealerships make it easier for consumers to buy the products often harboring different local areas to accommodate the buyer.

People use cars to get around from home to work and school or anywhere else they need to go. Final Disposition of the car is done after it is depolluted for any harmful chemical and hazardous materials. Some parts maybe recycled and still others are used as scrap cars for replaceable parts. After this process the stripped car is taken to a junk yard where it is compressed into a dense area and melted for reuse.


www.auto.howstuffworks.com/underthehood/automanufacturing

www.greenvehicledisposal.com