**Chapter 8**

**Production Strategies at Ford and AvtoVAZ**

U.S. automaker Ford and Russia’s top auto producer AvtoVAZ discuss aspects of their production strategies.

*Use with:* <https://www.youtube.com/watch?v=ze4MZbyLnm8> (12:01) & <https://www.youtube.com/watch?v=31Y5oMUU_Zs> (16:43)

1. What is the secret of Ford’s production strategy?
2. What are your impressions of AvtoVAZ’s production strategy?
3. How are the production strategies at Ford and AvtoVAZ similar and different today?
4. Can you discern any quality differences between Ford and AvtoVAZ from the videos? Explain.