**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=ErSZmor1qok> (1:52) & <https://www.youtube.com/watch?v=Q3Trt5XvAJk> (2:31 - *use CC for English*)

1. What is the secret of Ford’s production strategy?
2. What are your impressions of AvtoVAZ’s production strategy?
3. What similarities and differences do you see in the Ford and AvtoVAZ approaches?
4. Can you discern any quality differences between Ford and AvtoVAZ from the videos? Explain.