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Hyundai & Maruti Go On A Diet



Hyundai is drawing up plans to rolling out lighter cars, by reducing the weight of each component in the near future, in a bid to cut down costs and improve the car's fuel efficiency and performance. In 2008, its shop-floor and R&D staff already contributed in reducing the weight of its cars by as up to 380 grams. Hyundai is offering incentives for all ideas that can help reduce the weight of its cars – the company is offering Rs 100 for every gram saved.

Hyundai's engineers and R&D staff are said to have come up with ideas that did lead to a weight reduction of 380gm for each Hyundai car. Hyundai has started working on a new initiative called the i-Project, which is aimed at finding ways of reducing costs and weight. A team of 50 Indian and Korean engineers are said to be working on this project, which also intends to include Hyundai's components suppliers.

Maruti is not far behind and is drawing up plans to cut down its production costs, as the slowdown in car sales have already impacted its profitability. It is also making plans to revive the era by rolling out lighter cars in the future. It's gearing itself up to be once more called as the automaker for the lightest vehicles on Indian roads. Maruti is dedicated to saving more per car and is delightful to enter the next stage of progress from layout to design change.

Maruti 800 weighs 665 kgs, and 2,000 gram (two kg) reduction could bring down costs for the model. Weight reduction will enhance the fuel efficiency of the car without compromising on its functionality. Maruti is aiming to reduce costs by at least by 1 rupee (2 cents) for each of about 20,000 components that are necessary for the car. Maruti is also negotiating with its vendors to cut down the weight of each part by 1 gram, which will ultimately lead to a total reduction of about 20 kilograms (44 pounds).

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