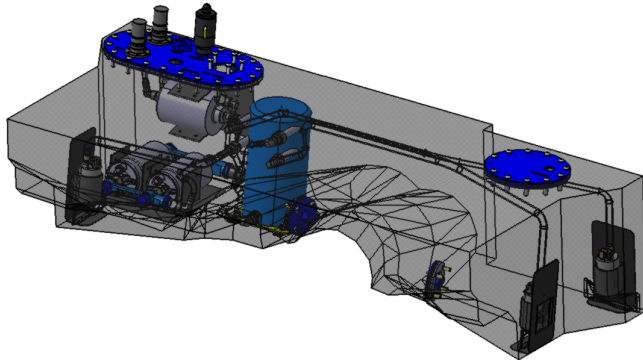


ATL Special Projects - Case Study #1

M-Sport Ford Fiesta S2000: Winning Rallies in 12 Weeks

Week 1
CAD Design Complete



Week 8
25 Fuel Cells delivered

Week 12
2 International Rally Championship Victories



Following disappointing results and unreliable delivery from another fuel cell supplier on a prototype unit, M-Sport approached ATL to design, develop and manufacture 25 complete assemblies in less than 12 weeks.

Rising to the challenge, ATL delivered a prototype unit within 4 weeks.

The Prototype unit was signed-off with no redesign required prior to commencement of the main production-run. This meant that manufacture of production cells could begin within the hour!

ATL batch-produced the custom components and sub-assemblies meaning rapid, cost-effective delivery of parts to the production line.

QC failure rate at M-Sport's Goods Inward inspection was **zero**.

The ATL-designed system offered a £450 saving per car over their previous supplier, coupled with improved performance and a reduction in weight.