

The Amazing Son In Law Chapter 6791

By _ / May 24, 2024

After saying sorry, hank couldn't elaborate on the reason. The An family must understand this kind of thing, and he didn't need to explain it too clearly to hurt them again.

However, in the eyes of the An family, Lydia (Ava) (Charlie's mom) had been killed for 20 years, and they had already accepted it. So when hank mentioned her name, no one felt offended. After all, hank was also Lydia (Ava) (Charlie's mom)'s schoolmate and friend.

charlie Wade planned to introduce hank at this time, so he said, "Uncle Hank, my second uncle often shows up in public, you should recognize him

, right?" hank nodded: "Mr. Homula, of course I recognize him, I have heard of him for a long time!"

Homula said politely: "Professor hank, thank you for your praise."

After that, the two shook hands politely.

charlie Wade introduced hank's eldest uncle, third uncle, and aunt, and then Li Yalin.

Unexpectedly, when charlie Wade was about to introduce Li Yalin to hank, hank spoke first: "This must be Inspector Li, who is known as the pride of the Chinese! I have read many of your interviews and reports, and I admire you very much!"

Li Yalin smiled modestly and said, "I'm just an inspector. I'm far from being the pride of the Chinese. Your achievements and contributions are much greater than mine."

"No way." hank said seriously: "It is not difficult for us Chinese, or even the entire Asian community, to make money in North America, but it is indeed not easy to gain recognition from the whole society there. Many overt and covert exclusion and discrimination have only been known to Chinese Americans for so many years. You can be recognized by the mainstream Western society, and you are indeed the pride of the Chinese."

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charlie Wade smiled and said, "Very good, Aurous Hill is very safe."

Then, charlie Wade introduced hank to his grandparents.

Knowing that he was an alumnus and good friend of their eldest daughter, the two elders were naturally very enthusiastic. The family invited hank to sit down at the table. The old man told his sons, "Professor hank is your sister's classmate and friend. You must accompany him to drink a few glasses."

After that, he said to hank, "Professor hank, if you can drink well, drink more. If you can't drink well, drink less. Everything is up to you. There is no rule for how to drink at the dinner table."

Although hank rarely drinks, he can drink well. He was happy to see the An family today, so he agreed without hesitation.

The old man asked charlie Wade again: "charlie, why don't you have a drink too? If not , I'll ask your aunt to drive you back to the city later." charlie Wade smiled and said, "No need, grandpa. We are all family members down the mountain. I'll ask Don Albert to drive me."

The old man laughed and said, "That's great. If you drink, I'll have a drink too!"

The old lady hurriedly said, "You're still drinking. Your brain is confused. Who has Alzheimer's disease? Forget it?"

The old man smiled and said, "My eldest grandson is here. It's okay to have a drink. What's more, Professor hank is here too, so we have to drink two glasses." The old lady rolled her

eyes at him: "So you're adding to the bet?"

charlie Wade smiled and said, "Don't worry, grandma, just let grandpa drink two glasses, it's okay."

The old lady naturally knew that her precious grandson had given the old man a good medicine, and the old man's body had long been healed, so it would be no harm to drink some wine. So she no longer insisted, but reminded the old man, "Thanks to charlie speaking for you, you only need to drink two glasses, don't drink more."

The old man immediately smiled and said, "Enough, enough, two glasses are enough!" The

eldest uncle on the side was the most considerate and quickly filled a glass. The old man immediately picked up the glass at lightning speed and said with a smile, "Come on, the first glass of wine, welcome Professor hank to our home!"

Everyone raised their glasses.

After the dinner started and the first glass of wine was drunk, charlie Wade went straight to the point and asked, “Grandpa, uncle, second uncle, how is your investment in Eastcliff going this time?”

Grandpa smiled and said, “We have negotiated a few major projects and they will be officially announced soon. Let your second uncle introduce them to you in detail.”

Homula took over and said, “Didn’t we decide to invest in a power battery-related company last time? This time in Eastcliff, it happened that Remi Automobile went public. An Internet company crossed over to build cars and sold more than a year’s production capacity in just one month after its listing. It is really amazing, and it really makes people look at domestic brands with admiration. So we might as well take over a new energy vehicle manufacturing company.”

Homula talked to charlie Wade about the An family’s industrial layout, and he used the word “we” because the An family has reached a consensus that most of the future An family will be left to charlie Wade. So now he is not only the grandson of the An family, but also the major shareholder of the An family.

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charlie Wade didn’t think about it, he was just very surprised.

When he came back from the United States last time, the An family only planned to develop a new energy vehicle brand, but he didn’t expect that they would take over now?

Thinking of this, he quickly asked: “Second uncle, when you say take over, do you mean directly acquire a company?”

“Yes.” Homula nodded and said, “There is a new energy vehicle company that has a big problem with its capital chain and is looking for financing everywhere. I discussed it with your uncle. The valuation is not high anyway, only a few billion US dollars, and now there is a debt crisis. The founding team shut down the production line and ran out to find money to save their lives. I happened to meet their CEO in Eastcliff, so I just chatted with them and took over 3 billion US dollars.”

charlie Wade nodded. 3 billion US dollars is indeed not a lot. It is like a drizzle to him, let alone to the An family.

At this time, hank on the side couldn’t help asking: “The new energy vehicle company that Mr. An is talking about is Gao Heng, right?”

“Eh?” Homula asked in surprise, “Does Professor hank know about this company?”

hank nodded and said, "I've heard a little bit about it. I heard a long time ago that they are in a debt crisis, and their sales have not been very good. In addition, the production lines were closed some time ago. I think they can only sell themselves to save their lives."

charlie Wade added at this time: "Uncle Hank has done a very deep study of the domestic new energy market. We had a brief chat last time. I really admire many of his views, especially his idea of overtaking on a curve. I was very impressed. I originally wanted to arrange a meeting after Uncle Hank's wedding, but I can't wait. You guys come back I will arrange it as soon as you come."

Homula said: "Since Professor hank knows so much about new energy, I really want to hear Professor hank analyze the current new energy situation and give us some advice."

Then, Homula said: "To be honest, the An family rarely gets involved in manufacturing, but this time we invested in power batteries, vehicle manufacturing, domestic chip research and development, and commercial aerospace, which are basically manufacturing. We also hope to make some contributions to China's manufacturing industry to the best of our ability. If we can incubate good companies and get some economic returns, it would be even better; "

"But to be honest, if we really want to talk about how to operate a large plate like the manufacturing industry with thousands or tens of thousands of people, I am still confused, especially vehicle manufacturing. This Gaoheng is our wholly-owned acquisition. Next, after they have dealt with the debt and equity transfer issues, we will have to invest another sum of money to start production, but now I haven't thought about it yet. Should I keep the original team to continue operating for a while, or just get rid of them all and replace them with new ones? I wonder if Professor hank has any good ideas?"

hank thought for a while and said, "I personally feel that Gao Heng's problem lies in its product positioning. The main products rely on constantly piling up materials to increase their value, but the sales volume is bound to not increase if the customer unit price is too high. In the field of high customer unit price, there is also competition from traditional luxury cars. As long as the product strength can't keep up, it will be difficult to open up the market;"

"And to be honest, their product design is not very mature. Once they trap themselves in the circle of niche aesthetics, they will inevitably further compress their living space;"

"But the Remi you mentioned just now is completely different. Their positioning is quite precise and fierce, and their product design is also impeccable. Putting aside the issue of whether there is reference, the appearance of their products does conform to the mainstream aesthetic;"

At this point, hank paused slightly, and then said, “So if you let me make a personal judgment, I tend to split Gao Heng’s team into two, retain the production end first to ensure that the production line can run at any time, but the design end, marketing, and market end should be replaced as much as possible, and even the brand should be completely replaced. Although you bought Gao Heng, you can no longer use Gao Heng’s brand, because the news of its bankruptcy was once a hot topic, and people knew that this brand was going to fail. , the brand value has become negative, it is far better to start a new one. “

Homula asked again: “Then what do you think, if we rebuild a brand, how should the main product be positioned?”

hank said: “It must be to compete with the products with the highest sales and market share.”

Then, hank said: “In order to reduce pressure and increase the success rate, many people like to start a business in vertical segments. They think that the competition in e-commerce platforms is too great, so they simply create a small mall or a small program, and choose segments such as maternal and child care, wine and beverages, and daily chemicals. But once you do this, you will never be able to make a big platform, and you may even have to survive under someone else’s ecosystem for the rest of your life. The same is true for cars; “

“Almost every company that decides to build a car thinks that the competition for new energy cars around 200,000 yuan is the greatest. There is Tesla, a dominant player that sells hundreds of thousands of cars a year, and a lot of new domestic forces inside. Therefore, some companies are aiming at the sinking market of 20,000 to 30,000 and 350,000 yuan, while some companies are thinking about finding a way to enter the mid-to-high-end market of more than 500,000 to 600,000 yuan. However, as long as you hold this mentality, although you may succeed in the segmented field, you may never win a giant like Tesla; “

“Tesla’s market value exceeded one trillion US dollars at its peak. Today, even though the concept of new energy has cooled down, its market value is still more than 500 billion US dollars. The market value of all domestic new forces combined is not as good as it. I am not worshipping foreign things or thinking how powerful Tesla is. I just think that although many companies always say that they are better than it at the press conference, they are still instinctively avoiding its edge. If someone else were to engage in new energy, I might also suggest that he do so, but the An family is different.”

At this point, hank said very seriously: “The An family has strong capital strength, and charlie Wade and the Wade family’s funds are far from comparable to domestic new energy vehicle companies. In addition, charlie Wade has Yisu Shipping in his hands, and the number and volume of ro-ro ships are among the best in the world. Now the An family has already laid out power batteries and acquired Gaoheng Automobile. In this case, why not integrate resources and truly make new energy bigger and stronger?”

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The An family instantly became very interested in hank's views.

For Anjia, vehicle manufacturing and power batteries are not really intended to make money. They just hope to make more investments in China's manufacturing industry to contribute to the development of China's manufacturing industry.

But hank's point of view gave them new expectations for this matter.

If this industry can be made into an industry giant like Tesla, the business opportunities and profits it contains are self-evident. The help and improvement it can bring to China's manufacturing industry and local automotive supply chain will undoubtedly be enormous.

The biggest difference between manufacturing giants and Internet giants is that Internet giants are more likely to pursue industry monopoly. Before the monopoly situation is formed, they will continue to release profits and even heavily subsidize the terminal market. When they have acquired enough users and make them extremely dependent, they will unscrupulously grab profits.

Several years ago, when they subsidized online ride-hailing, a passenger would probably only have to pay five yuan for a ten-kilometer journey, while the driver would get ten yuan. But now, for the same ten-kilometer journey, a passenger would probably have to pay thirty yuan, while the driver would only get eight yuan.

Moreover, Internet companies tend to use the least number of jobs, create the greatest output, and obtain maximum profits by squeezing upstream and downstream.

But the manufacturing giants are different.

The manufacturing giants feed the entire industrial chain.

An automobile manufacturing company with 10,000 employees, in addition to providing 10,000 jobs itself, can also provide a large number of jobs for upstream steel mills and aluminum mills, provide a large number of jobs for the transportation of various materials, and support a large number of large, medium and small enterprises that provide spare parts for it. This driving effect is very powerful.

In China and even in the world, the economic lifeline of many cities is likely to be a large-scale manufacturing industry, just like the city of Toyota in Japan. Its 400,000 people are almost all Toyota Motor employees and their families. Toyota itself has more than 300,000 employees worldwide. If the supply chain that depends on it is included, it can create at least one million jobs.

Such manufacturing giants can provide benefits to millions of people in the industrial chain instead of desperately squeezing their profits and living space.

Nowadays, the domestic production rate of domestic new energy vehicles has already exceeded 90%. If we can really create a new energy vehicle giant, all the value generated will be used to drive the development of related domestic enterprises.

Therefore, Hank's proposal immediately made everyone's eyes light up.

Charlie Wade was also very interested in this plan. He said, "I still have plenty of cash in my hands. It is not difficult to take out hundreds of billions of US dollars. Uncle Hank, how do you think this thing can be run with the highest success rate?"

Hank said: "You don't need that much money. Two or three billion US dollars is more than enough. As for the success rate, I personally feel that we should focus on overtaking others. Not to mention comparing with traditional fuel vehicle companies, even in the new energy sector, we are now in the fifth or even sixth echelon. Just catching up with our peers is a difficult test."

Homula asked: "Professor Hank, how do you think we can achieve overtaking on a curve? In other words, what does it mean to overtake on a curve?"

Hank thought for a moment, organized his words, and explained: "My personal understanding of overtaking on a curve is actually not as simple as a curve, but taking shortcuts on the entire track, taking a path that others have not taken, or even an unexpected path, to reach the finish line faster;"

"Just like domestic new energy vehicles, our fuel engines always lagged behind Europe, America, Japan and South Korea in the past, and we were always a little behind no matter how hard we tried to catch up. But domestic new energy vehicles turned the table over directly. We can't make engines that can catch up with them, right? Then don't make cars with engines. You are not that good at motors, right? You have accumulated decades of experience in internal combustion engines, and you are confused about motors. I will take advantage of you not paying attention to motors and get in first to accumulate the advantages of electric drives. When I develop electric drives, I will be ahead of you in the field of new energy. By then, you can cry and tell me that you have been playing with internal combustion engines for decades, and you are proficient in everything from L4 to W16, but I will ignore you. Why? Because I don't play your game anymore."

"It's like a martial arts master who practiced swordsmanship in the cold weapon era. You practiced for 30 years and thought you were invincible. But I made a musket in a year and a half, and one bullet can kill you. It's useless for you to say that you practiced for 30 years. It's meaningless."

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“Of course, it was not domestic new energy enterprises that really overturned the tables of traditional global automakers, but industry pioneer Tesla. This was their original idea of overtaking others. However, our domestic new energy also has original cases of overtaking others, namely the three major new energy appliances, refrigerators, color TVs and large sofas. Isn't Tesla's minimalist wabi-sabi style? Then they go for the luxurious and comfortable style, and have also seized a lot of market share.”

After a pause, hank continued, “If we want to find another way to overtake and directly overturn their tables, to be honest, it is difficult, but it is not impossible. Whoever can find the right entry point can become the next new king in the automotive field.”

Homula also understood that this entry point would be extremely difficult to find. Once found, it would probably be able to leverage a market value of trillions of dollars. Therefore, it would be a pipe dream to want to get any clues from hank in a short time.

So he asked again: “Then Professor hank, if we can't find a magic weapon to overtake others and win by surprise for the time being, what should we do to increase the success rate of this project?”

hank said: “If we want to further improve the success rate, my personal understanding is that we must penetrate into more upstream key links. Power batteries are naturally one of them. Electronic control technology and drive technology also need to be focused on. In addition, there is another top priority, which is the research and development of vehicle software;”

“The penetration into power batteries is for the purpose of technology reserve, cost reduction and supply assurance. Anjia has already made some arrangements.

“As for the penetration into electronic control and drive technology, it is also to improve the hardware competitiveness of the car. With the same battery capacity and similar wind resistance weight, whoever's electronic control is more energy-saving will have a higher range, and whoever has the strongest drive technology will have better performance. These are all key points related to comprehensive driving quality;”

“If you don't have your own R&D team or strategic tie-ups with related companies, you can only use standardized solutions provided by third parties. In that case, your car will have the same power parameters as a dozen other brands on the market. How can you be ahead of the competition?”

At this point, hank added: “As for the car computer system, I think it is the top priority. Since I started researching new energy vehicles, the car computer software has been the part I pay great attention to. In fact, making new energy vehicles is like making smartphones. You can't just piece together the hardware, but you also have to do a good job of adapting the hardware, and the software to the hardware. No matter how

good the hardware is, once the software lags behind, the car is like a fool with strong limbs and a simple mind.”

Asher then said, “Oh, I... I seem to have always driven a fuel-powered car, so I don't have any requirements for the car computer. It's enough to have a Bluetooth phone, listen to music, and listen to the radio. I have no idea about this thing.”