

Chapter 6966

Pollard assured, "But don't worry, Master Wade, we will increase the speed as soon as possible while ensuring quality and quantity."

"Now we are concentrating a lot of talents and resources on this."

"It will be very efficient!"

Charlie praised, "Professor Watt, I feel much more at ease with you at Changying Auto."

He then asked, "By the way, when is the prototype inspection you mentioned?"

"And how long will it take?"

"I'll definitely go there sometime!"

Pollard said, "The Gaoheng assembly plant we acquired isn't far from Aurous Hill, just a few hours' drive away."

"As for the inspection, it'll probably only take five or six hours."

"We'll identify any issues and quickly make manual adjustments to the prototype."

"A revised version will be ready in a few days."

Charlie pondered, "A few hours' drive would probably take most of the day."

"And if we factor in the inspection, we might not have enough time in a day."

"How about this? We can arrange a helicopter and fly directly there."

"That would save at least five or six hours,"

"Allowing us to make the round trip on the same day."

Pollard smiled, "Helicopter flights are expensive, so we haven't made the offer."

"But since you mentioned it, Young Master Wade, I'll do as you say."

"Is tomorrow morning convenient for you?"

"I'll arrange a helicopter in advance, departing from Changying Auto's Aurous Hill headquarters!"

"That's convenient!" Charlie agreed, saying,

"I'll be there on time at 8 o'clock tomorrow."

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Since he could go back and forth that same day,

Charlie didn't even bother to say hello to his family.

After Claire left for the company, he took a taxi to Changying Automobile's headquarters.

From there, he, Pollard, and several core executives boarded a Bell helicopter and flew to Gaoheng Automobile's final assembly plant, over 200 kilometers away.

After the helicopter arrived at the final assembly plant,

The staff took everyone to a completely enclosed workshop.

Here, there was an open space of at least 1,000 square meters,

Where an avant-garde sports sedan was quietly parked.

The exterior of the car looked very stylish, with a streamlined front, a widened body, a raised rear wing, and tires that were nearly 30 centimeters wide.

All highlight the car's positioning as a sporty vehicle.

Pollard said to Charlie, "Master Wade, our current product plan is to first launch a five-seater sports sedan."

"And then a five-seater sports SUV."

"The sports sedan will be priced between 200,000 and 300,000 RMB, and the sports SUV will be priced between 220,000 and 320,000 RMB."

"We will maximize the price-performance ratio of these two models."

"So that consumers can feel our genuine sincerity."

Charlie asked him, "You say the price/performance ratio is excellent."

"I see many cars on the market claiming to have excellent value for money,"

"And some are even selling at a loss."

"If we want to offer high value for money, do we have to lose money to gain publicity?"

Charlie didn't care about money, but he did care about reputation.

He believed that the best development direction for Changying Automobile was market recognition while also making a certain profit.

Profit was not for himself, but to prove that Changying Automobile's products were strong and profitable.

If it lost money to gain publicity, it would essentially be a failed brand and a failed attempt.

Which would bring shame to his father.

Pollard said to him, "Master Wade, in fact, many car companies on the market are just changing the concept."

"They say they are losing money, but that is just a financial concept."

"Many car companies will convert the initial hardware investment and development costs into the cost of making the car."

"It's like they invested 100 million to open a high-end hotel, making 50 million a year and paying back the investment in two years."

"It is obviously a huge profit, but as long as the 100 million investment has not been fully paid back, they can shamelessly say that they are losing money."

"They tell consumers that their rooms lose money every time they sell a night."

"And they are completely subsidizing consumers with money,

Making consumers think that their rooms are very cost-effective."

"In fact, their rooms have extremely high profits."

At this point, Pollard said: "Sometimes, in order to dilute profits,"

"They will even make the company lose money on the books."

"And they will also give part of the company's profits to the customers."

"They split off the business that made money, while increasing investment in other areas."

"For example, as I just mentioned, a 100 million yuan hotel earns 50 million yuan a year."

"Although it can recover its investment in two years,"

"It can't withstand the fact that after one year and ten months,"

"It invested in a second store."

"It also separated the catering and other profitable services of the first store and established a separate company to handle them."

"As a result, they still reported a loss on the books in the third year."

Charlie smiled and said, "I understand."

"These companies are actually transferring the tens of billions of startup funds to the first batch of consumers."

"The actual manufacturing cost of a car is only 100,000 yuan."

"And it sells for 300,000 yuan, with a gross profit of 200,000 yuan."

"However, due to the tens of billions of yuan in initial investment, each car has to bear tens of millions of yuan in costs."

"This makes it seem like they are selling cars at a loss."

"That's right."

Pollard nodded and said, "So I suggest that we don't play this kind of trick of stealing concepts with consumers in the early stage."

"And don't collude with them."

"Since we want to become bigger and stronger,"

"We must subvert their unspoken rules and directly cut off their financial resources."