

# The Amazing son in law Chapter 7636

The Lantern Festival on the 15th day of the first lunar month finally came to an end.

This festival is also the last bit of warmth of the Spring Festival. After this day, starting from the 16th day of the first lunar month, the Spring Festival is completely over.

The oxen and horses that need to work hard actually return to their posts as early as the seventh day of the first lunar month, but children and students from elementary school to university will start school after the fifteenth day of the first lunar month. The whole society will completely end the influence of the Spring Festival and enter the work and life of the new year.

Claire's company became busier, but Charlie suddenly became much freer.

He no longer paid attention to the Po Qing Hui's headquarters, nor did he let Li Yalin continue to look for clues about the Po Qing Hui's headquarters. After all, after the major changes, he had lost the possibility of conquering the entire headquarters. No matter which headquarters he went to next time, he would only be greeted by the brave cavalry guards and death warriors who fought to the death for their families.

He was not afraid of the collective attack from those ordinary warriors. He just didn't want to kill them in order to weaken Wu Feiyan's strength.

Some people advocate the underlying logic of "one general's success is the result of the sacrifice of thousands of soldiers", and think that those who want to achieve great things should not care about trivial matters and the life or death of other individuals, but Charlie Wade cannot do that. He cannot be that cold-blooded.

Therefore, he simply stopped planning to attack the Po Qing Society's headquarters and decided to rest and recuperate while finding ways to improve his own strength.

Lin Wan'er's life-saving ring and the tricky handprint with the aurora flashing in the Nordic night sky both contain huge secrets for him. He wants to find an opportunity to go into seclusion and study these two things carefully to see what the secrets are.

However, it is not that easy to go into seclusion. Sometimes, once you enter a state of meditation, you forget the passage of time. A week or half a month may pass by in the blink of an eye. If you go into seclusion at home, you will probably be sent to the hospital for emergency treatment by your family. If you leave home to go into seclusion outside, your family will not be able to contact you for such a long time. Wouldn't they be worried to death?

Helplessly, he could only put his retreat on hold for the time being.

At the end of the first month of the lunar year, hank from Bruce Automobile brought good news to charlie wade.

On the phone, he told charlie wade that the 1.0 version of the prototype of Bruce Automobile's first car had been secretly put into production at the Gaoheng Automobile Assembly Plant, and he wanted to invite charlie wade to the Gaoheng Automobile Assembly Plant to participate in an internal tasting meeting.

charlie wade was very surprised and asked him, "Professor hank, the first car was launched so quickly?"

hank said: "It's much more than that. This is just the first prototype we've produced. We're just building version 1.0 to get a feel for the car's design and philosophy to see if there are any oversights or major mistakes, or any previously unconsidered drawbacks in space usage. We'll identify and correct any problems before moving on to version 2.0 production. Furthermore, this version 1.0 is unpowered. We've only built a framework. Once there are no major issues with the main design, we'll install the power unit and conduct dynamic testing."

hank assured, "But don't worry, Master wade. We will increase the speed as quickly as possible while ensuring quality and quantity. Now that we have concentrated a large number of talents and resources on this matter, the efficiency will be very high!"

charlie wade praised: “Professor hank, I feel much more at ease with you in charge of Bruce Automobile.”

After that, he asked, “By the way, when is the sample car tasting you mentioned, and how long will it take? I’ll definitely go there when I have time!”

hank said: “The Gaoheng assembly plant we acquired is not far from Aurous Hill , and it only takes a few hours to drive there. As for the tasting process, it only takes about five or six hours. We sort out the problems and quickly adjust the prototype manually. The revised version will be available in a few days.”

charlie wade pondered, “It would take a few hours to drive there and back, and it would probably take most of the day. If we also include the tasting, one day might not be enough time. How about this, we arrange a helicopter and fly directly there. This way we can save at least five or six hours and go back and forth on the same day.”

hank smiled and said, “Helicopter flights are expensive, so we haven’t made this offer. But since you said so, Master wade, then we’ll do as you say. Is tomorrow morning convenient for you? I’ll arrange a helicopter in advance, and it will depart from Bruce Automobile’s Aurous Hill headquarters!”

“Convenient!” charlie wade agreed and said, “I’ll be there on time at 8 o’clock tomorrow.”

...

Since he could go back and forth on the same day, Charlie Wade did not say hello to his family.

After Claire went out to the company, he took a taxi to the headquarters of Bruce Automobile. There, together with Hank and several core executives, he took a Bell helicopter to Gaoheng Automobile's final assembly plant more than 200 kilometers away.

After the helicopter arrived at the final assembly plant, the staff took everyone to a completely enclosed workshop where there was an open space of at least one thousand square meters, where an avant-garde sports car was parked quietly.

The appearance of the whole car looks very stylish. The streamlined front face, widened body, raised rear wing and nearly 30 centimeters wide tires all demonstrate the positioning of this car, which is sports-oriented.

Hank said to Charlie Wade, "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.

# The Amazing son in law Chapter 7637

charlie wade asked him, "Professor hank said the price/performance ratio is excellent. I see that many cars on the market claim to have extremely high price/performance ratio, and some are even selling at a loss. If we want to have high price/performance ratio, do we have to lose money to gain publicity?"

charlie wade doesn't care about money, but he cares about reputation. He thinks that the best development direction for Bruce Automobile is market recognition, while at the same time he can also make a certain profit.

Profit is not for making money for oneself, but to prove that Bruce Automobile has high product strength and can make money. If it loses money to gain publicity, it is essentially a failed brand and a failed attempt, which will bring shame to its father.

hank said to him, "Young Master wade, many car companies on the market are actually misleading. They say they're losing money, but that's just a financial misleading. Many car companies convert the initial hardware investment and development costs into the cost of manufacturing the car. It's like they invested 100 million to open a high-end hotel, making 50 million a year and paying it back in two years. That's obviously huge profits, but as long as the 100 million investment hasn't been fully recovered, they can shamelessly claim to be losing money. They tell consumers that they lose money every time a room is sold, and that they're completely subsidizing consumers, making consumers think their rooms are very cost-effective, when in fact their rooms are extremely profitable."

At this point, hank continued, “Sometimes, in order to dilute profits or even cause the company to report losses, they will split off some of the company’s profitable businesses and increase investment in other areas. For example, as I just mentioned, a hotel with a total investment of 100 million yuan and a profit of 50 million yuan a year will recoup its investment in two years. However, after one year and ten months, it will invest in a second store and also take out the catering and other profitable services of the first store and set up another company to handle them. As a result, they will still report losses in the third year.”

charlie wade smiled and said, “I understand. These companies are actually transferring the tens of billions of startup investments to the first batch of consumers. The actual manufacturing cost of a car is only 100,000, and then it is sold for 300,000, with a gross profit of 200,000. However, due to the tens of billions of initial investments, each car has to bear the cost of tens of millions. In this way, it seems that they are selling cars at a loss.”

“That’s right.” hank nodded and said, “So I suggest that we don’t play this kind of trick on consumers in the early stages and don’t collude with them. If we want to become bigger and stronger, we must subvert their unspoken rules and directly cut off their financial support.”

charlie wade asked curiously: “Professor hank, do you have a plan?”

hank said: “Master wade, my plan is that Bruce Automobile might as well be like Pang Donglai. We can directly list all the costs of a car. First of all, the intuitive costs, such as the raw material costs, production costs, taxes, logistics, warehousing, and management and sales costs of each car. All of them should be listed clearly. Then there are the hidden costs, such as the design cost, mold cost, and production line cost of this car. For this part of the cost, we will share it based on the sales volume of 500,000 units for each car. If we have invested a total of 5 billion in the research and development and production line of

this model, then the hidden cost of each car is 10,000 yuan. Once the cumulative sales of this car exceed 500,000 units, it means that we have recovered the initial investment costs. Therefore, starting from the 500,000th and 1st unit, our car price will be deducted from this part of the shared cost. After listing all these costs, we will announce to consumers how much our pre-tax profit is to ensure that our profit margin is within a reasonable range.”

charlie wade’s eyes lit up and he said, “I’ve never heard of cars being sold this way. Even the popular Remi car hasn’t disclosed its R&D costs and hardware investment costs.”

“Right!” hank said, “The auto industry is already in overdrive. Everyone is constantly introducing new products and offering discounts and price cuts, but in reality, many cars are priced too high!”

“It’s like those imported brands that cost 300,000 yuan and sell it to consumers for 1 million yuan. If the 1 million yuan sells well, they start the terminal price increase mechanism. Although the list price is 1 million yuan, you will never be able to get the car unless you add 100,000 or 200,000 yuan.”

“If we find that no one is willing to pay more, we will sell it at the guide price of one million.”

“When even one million doesn’t sell, I’ll sell it for 800,000, 700,000, 600,000, or even 500,000...”



“I think this practice is like writing the word ‘unscrupulous businessman’ directly on your face. Consumers will definitely have a very bad impression and it will have a huge impact on the brand image.”

“Since we are latecomers and want to catch up, we must do what our predecessors dared not do, or were unwilling to do. We should simply remove the fig leaf and face consumers honestly. If they can’t keep up, they deserve to be eliminated!”

## The Amazing son in law Chapter 7638

charlie Wade strongly agreed with hank’s ideas.

He doesn’t want to be a profit-driven businessman, nor does he want to be a good person who goes against business logic. He hopes to achieve a win-win situation with consumers, produce good products, and ensure that the products he produces are the most cost-effective on the market.

If based on this original intention, the profit margins of all bruce Automobile products must be kept at a relatively low level.

What hank advocates is to control the profit margin.

On this point, the two of them agree on something.

So, charlie Wade said to him: “Professor hank, do as you think is right. We must make bruce Automobile a national brand that the Chinese people can be proud of!”

hank nodded heavily and said sincerely, “Since the car is named after your father, I will definitely do my best to live up to his lifelong reputation!”

After that, he said to charlie Wade: “Master Wade, please give our new car a model name. Our competitors have models starting with M, S, L, and E. Each has its own set of logic. We also need different model numbers to distinguish different types and models.”

charlie Wade smiled and said, “I’m not an expert in this either, so you guys should do it.”

hank said, “Master Wade, actually, this doesn’t matter whether it’s specialized or not. It’s just a name, so you can choose anything you want. Many of our competitors just use one letter and a number, and some use two letters and a number.”

charlie Wade thought for a moment and said, “Since it’s named after my father, let’s use the initials b of bruce. We’re going to make sedans and SUVs, and very likely commercial vehicles and minivans in the future, so the last digit can’t be just one, it has to have at least two.”

He paused for a moment and said, “How about this: sedans use odd numbers and SUVs use even numbers. The first car is a mid-to-large car, so we’ll name it C07. In the future, if we release a larger car, it’ll be C09, a smaller car will be C05, an A-segment car will be C03, and a microcar will be C01.”

“The same goes for off-road vehicles. If the next model is also a mid-to-large SUV, it will be called the C06. The next level up will be the C08, and the next levels down will be the C04 and C02. If we also launch a commercial vehicle, it could be named the C10.”

hank nodded. “Okay! Simple, clear, and logical. Let’s do as you say. The first car will be called Co7.”

After that, he made a gesture of invitation and said with a smile: “Master Wade, let me introduce to you some key technologies of the body-in-white of our first car.”

charlie Wade asked him: “What does body in white mean?”

hank said: “It can be thought of as the skeleton of the car. We first build the body-in-white (BW) framework, and then fill it with flesh and blood. The size of the BW, like the human skeleton, determines the longitudinal dimensions of the person. In the future, we will install the doors, front and rear hoods, and anti-collision beams, and that will be the final size of the car. The technology, materials, and sturdiness of the BW determine the car’s crashworthiness and safety factor. The one-piece die-cast battery compartment at the bottom determines the size of the battery it can accommodate. Once the BW is finalized, the main framework will not be changed, with only minor adjustments made later.”

charlie Wade nodded and asked him: “Is there any breakthrough technology here?”

hank said truthfully, “In the automotive industry, there isn’t any groundbreaking technology yet. What we can do is ensure that the materials used are strong enough and the technology is advanced enough to make the cars safe enough. Therefore, the main frame of our body-in-white is currently made of integrated aluminum alloy die-casting. We have upgraded Gao Heng’s original production line and the die-casting machine we currently use is the most advanced 16,000-ton die-casting machine in China and even internationally.”

“In addition, our car body welding is all done with the most advanced robots in the world. The assembly and painting processes are all integrated with the best international solutions. The hardware and software adaptation team is also the best in China. Therefore, when our car goes into mass production in the future, its completion will be far ahead of products of the same price.”

charlie Wade asked curiously: “So, making a car actually depends on the ability to integrate resources.”

“Yes.” hank nodded and smiled. “The ability to integrate resources determines the technical limit of the product. If we can integrate the best individual technologies on the market, then the overall level will not be too bad.”

“In addition, another very important capability is the ability to integrate the supply chain.”

## **The Amazing son in law Chapter 7639**

“Because the core logic of car manufacturing is the assembly and reproduction of countless parts and solutions, from aluminum and steel to motors, batteries, seats, steering gears, suspensions, tires, and even the inconspicuous wiring harnesses hidden in the car body, all need to be screened and integrated from the supply chain;”

“This ability determines the lower limit of product costs. For example, different restaurants can make the same dish, even if the ingredients and service quality are the same, but the cost will not be the same. This is because everyone’s bargaining power varies. A chain restaurant with large volumes has lower procurement costs for all ingredients than an average restaurant, so the cost of making the same dish is lower than that of an average restaurant. However, if a restaurant can find an authoritative figure in the vegetable supply field, who has great influence and status in the vegetable supply industry, then they may be able to get a lower price than even the big restaurants can. To put it bluntly, it requires strong bargaining power to convince suppliers to take a lower profit from us.”

charlie Wade asked him: “Then what are our capabilities in these two areas?”

hank said, “Master Wade, regarding resource integration capabilities, we can be said to be number one in the domestic automotive industry. This is because your grandfather has a great influence in the global trade market. With the An family’s help, we can obtain equipment and technologies that many other manufacturers cannot.”

At this point, hank added: “As for our supply chain integration capabilities, based on our current discussions, we wouldn’t say we’re far ahead, but we can maintain our position in the first tier. Suppliers are very optimistic about bruce Auto’s future development, so even though we haven’t had any mass-produced cars roll off the assembly line yet, they can still supply us with the same conditions as top OEMs.”

charlie Wade thought for a moment and asked him: “Major suppliers, do we still have room to lower prices further?”

hank said, “Currently, the largest single cost item for a vehicle is the battery power system. Your grandfather and second uncle have already started planning the production of power batteries. Once they are completed and put into production, they will definitely cooperate closely with us. Other suppliers are too diverse, and most are domestic manufacturers. For chips, they are Qualcomm and Nvidia. The body safety systems are mostly provided by German suppliers, the tires come from French suppliers, and the brake systems come from Italian suppliers. Overall, the bargaining power of European suppliers is not very high.”

charlie Wade smiled slightly: “Whether the bargaining space is high or not depends on who is negotiating. Whether you go or I go, I’m afraid those Europeans will not give us face. However, I do have a friend who can help mediate. If he comes forward, I believe that European and American suppliers will definitely agree.”

hank asked curiously, “Mr. Wade, if you know such a capable person, why not let him join bruce Automobile and take charge of our supply chain?”

charlie Wade smiled and said, “I plan to let Steve Rothschild, the heir of the Rothschild family, help us negotiate the price. This guy is indeed a capable person. It’s definitely

okay for him to help us privately, but if he is asked to join Bruce Automobile, that would be a bit too magical.”

Hank exclaimed, “The heir to the Rothschild family?! Oh my God, half of those foreign suppliers I just mentioned are actually industries actually controlled by their family. This is no longer just a capable person, this is a very capable person!”

“Really?” Charlie Wade suddenly said in surprise: “That’s great, Comrade Steve Rothschild has finally found an opportunity to show his talent! I’ll call him later and ask him to come out and say hello to those suppliers.”

Hank said happily, “That’s great! If we can further reduce the cost and lower the price, the car’s cost-effectiveness will be even higher. Maybe we can really create a few national masterpieces!”

## The Amazing son in law Chapter 7640

The Rothschild family, as the world’s largest family, has achieved deep penetration into countries and industries around the world through hundreds of years of operation.

The European and American automobile industries have a history of a hundred years and were once the world leaders. For such a large industry, the Rothschild family naturally had a layout long ago. Not to mention these European and American companies, even Japanese and Korean automobile companies, as well as supply chain companies in the automobile-related fields, the Rothschild family has shares or even controlling stakes.

It is actually not difficult for them to achieve this step. Most of the time, the Rothschild family does not directly invest in companies. That would be too troublesome for them because many industries require in-depth understanding and evaluation, and then screening and background checks on related companies.

The core of the Rothschild family's control over these industries lies in large-scale financial investment and capital operations.

They have long had huge, inexhaustible funds and a large number of collateral families following them. Decades ago, they established various venture capital companies around the world to invest in mid- and front-end companies and potential companies in each target industry.

In order to achieve rapid development, large modern enterprises must obtain financing, and the Rothschild family holds shares in these enterprises through various venture capital companies and investment funds.

After these companies received his investment, they would enter a stage of rapid development. The Rothschild family would integrate more industry resources for them to further accelerate their growth. At the same time, they would also use resources to exchange for more shares. Ultimately, while supporting the companies to become bigger and stronger, they would also support themselves to become major shareholders or even controlling shareholders.

Koreans often say that they cannot escape Samsung in their lifetime, because Samsung Group has long penetrated into all walks of life in South Korea through capital operations.

Whether it is technological products or food, clothing, housing and transportation, they are all inseparable from Samsung Group and the companies controlled and held by Samsung Group. It is possible that Samsung itself is not involved in the production of toilet paper, but behind the giants of South Korea's paper industry, there are shares of Samsung Group. When you buy a pack of toilet paper, 20 to 30 percent or even more of the profit will flow into the pocket of Samsung Group.

Samsung's coverage only covers South Korea, while the Rothschild family covers the entire Europe and the United States. They are the chaebols that Europeans and Americans

cannot escape from throughout their lives. Everything in their lives has long been thoroughly infiltrated by the Rothschild family.

In addition to Europe and the United States, Asia, Africa and Latin America are not the hollow areas of the Rothschild family. The Rothschild family has long completed the layout of energy and minerals in Africa, South America and Latin America. In addition to China, Japan, South Korea and Southeast Asia were also taken advantage of by the Rothschild family after World War II, especially Japan and South Korea. Their post-war economy rose with the help of the United States. If the American financial oligarchs had not infiltrated in advance, how could they have completed post-war reconstruction and economic take-off so quickly.

Under normal circumstances, Charlie Wade actually does not need Comrade Steve Rothschild. After all, the industries that Charlie Wade had been involved in before have little to do with the global supply chain. Even Ys Shipping is not a demander of the global supply chain, but provides logistics and transportation for the global supply chain. Although the supply chain can be used in the manufacture of ships, Ys Shipping is just a shipping company that purchases ships from the world's top shipyards, not participating in manufacturing, so it has no use for the supply chain itself.

But the situation is different now. As a star industry in modern industry, the automobile industry is one of the most supply chain-dependent industries in the world, and this happens to be what the Rothschild family is good at.

So Charlie Wade immediately picked up his phone and called Steve Rothschild, who was doing nothing in Aurous Hill.

Since Steve Rothschild came to Aurous Hill to be in charge of the family's entire Greater China region, he has been busy with three things: one is to quickly move the Greater China headquarters to Aurous Hill, one is to increase investment in Aurous Hill, and the other is to find an opportunity to get close to Charlie Wade.



The first two things were progressing in an orderly manner, but the third thing was a bit difficult because charlie Wade was running around every day and was elusive, so he didn't have many opportunities to contact charlie Wade.

Some time ago, the White Horse Island incident caused a sensation all over the world. Steve Rothschild could guess with his toes that such a big thing was controlled so easily and allowed the old man Bernard Arnault to gain huge benefits. It must be charlie Wade who was behind the scenes fanning the flames.