



Dynamic Partnerships

CUSTOMER SUPPORT

SWITCHING GEARS, FAST

The pick-up truck market in North America is highly competitive and dominated by two of the largest American multinational automakers. When one of these two manufacturers was introducing its newest truck model and billing it as the “quietest” pick-up truck on the market, the other well-known pick-up truck manufacturer was feverishly working to debut its new lightweight, all-aluminum pick-up truck. Shortly before production began on the the pick-up truck’s cabin, the automaker realized it would not be as quiet as that of their competitor, so they began exploring multiple solutions to reduce in-cabin noise levels.

Vitro was instrumental in supporting this effort. Not only did the company accommodate a last-minute change by the American pick-up truck manufacturer to switch the entire production mix from tempered to laminated doors, Vitro also helped implement a complete redesign of the attachment mechanisms bonded to the glass and rapidly installed additional glass-bending capacity to accommodate the two-pane laminated glass system. Thanks in part to Vitro, the project was a major success, meeting all requirements and launch milestones for the automakers new pick-up truck and “Crown Jewel”.