• AUTOMOTIVE CASE STUDY

Electric Vehicle Innovator Uses aPriori to Drive Down Costs of Tooling for NPI

This new entrant to the EV market is using aPriori to achieve a near-impossible goal of launching a $25,000 EV made in the USA.

COSTING
10x
FASTER

REDUCED
62%
TOOLING COST

ELIMINATED
$150K
IN COST OVERRUN

The Challenge

This EV startup set an aggressive goal: launch a fully electric vehicle at a $25,000 price point in a market where the battery alone can consume more than $7,000 of total cost. To succeed, the team needed to prevent major cost overruns before production, eliminate inflated tooling quotes often marked up 40–70%, reduce unnecessary material and secondary process costs, and replace slow, spreadsheet-based costing workflows — all while supporting an 11-month launch timeline.

"I can take a part that's going to take you eight hours in Excel and cost it in 10 minutes."

The aPriori Solution

By deploying aPriori, the cost engineering team was able to:

- **Prevent cost overrun** by cutting part cost dramatically using side-by-side supplier cost analysis
- **Reduce tooling Cost** from $400,000 to $154,000 on a single part through rapid design iteration
- Replace excel-based costing with modelling that is 10x faster, enabling real-time cost visibility across complex assemblies

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