



**KwangYong Ha**  
**SsangYong Motor Company**

**Abstract**

**Digital Factory Case from SYMC**

In this presentation, we will briefly review the overall Vehicle Development Process with Digital Manufacturing. Then an example of Delmia Solution (DPMA/Human/Process Engineer) utilized for "Chairman W" which is the latest product of SsangYong Motors will be introduced in detail.

Now, we are resetting the Digital Factory direction according to new PLM application strategy.