



UNIVERSITY OF WALES

**Trinity Saint David
London**

Assessment 2

Strategic Collaboration Between Ariel Motor Company and Qiantu Motor

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Outline of the Presentation

1. Background of Ariel and Qiantu Motor
2. Advantages of Both Companies
3. Virtual Future Project Proposal
4. Key Cultural Challenges
5. Strategic Collaboration Opportunities
6. Recommendations and Next Steps
7. Conclusion

Background of Ariel Motor Company

- Established: 1991 in Crewkerne, UK
- Key Products: Ariel Atom (sports car), Ariel Ace (motorbike)
- Core Strengths: Precision engineering, bespoke craftsmanship, innovation (Ariel Motor Company, 2023)

Background of Qiantu Motor

- Established: 2015 in Suzhou, China
- Key Products: Qiantu K50 (electric sports car)
- Core Strengths: Advanced electric vehicle technology, sustainability focus, eco-friendly design (Ning, 2021)



Motor's K50 sports car. Photo: Handout



<https://www.arielmotor.co.uk/hipercar-is-go/>

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Advantages of Ariel Motor Company

- Expertise in lightweight and high-performance engineering
- Iconic design with a focus on customization
- Established reputation for innovation and bespoke solutions (Ariel Motor Company, 2023)

Advantages of Qiantu Motor



- Pioneering electric vehicle (EV) technology



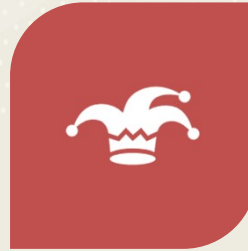
- Commitment to sustainability and eco-friendly practices



- Strong understanding of emerging EV markets and consumer demands

(Feijter, 2021)

Combined Strengths of Ariel and Qiantu



- ARIEL: BESPOKE
CRAFTSMANSHIP AND ICONIC
DESIGN



- QIANTU: ADVANCED EV
TECHNOLOGY AND
SUSTAINABILITY



- TOGETHER: UNITING HIGH-
PERFORMANCE INNOVATION
WITH ECO-CONSCIOUS
SOLUTIONS

Virtual Future Project Proposal

Project Name: "Fusion Hyper-EV 2030"

Concept:

- Ariel's lightweight engineering combined with Qiantu's EV expertise

Features:

- High-performance electric sports car
- Sustainable materials and renewable energy-powered production
- Customizable design for global markets



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Key Cultural Challenges



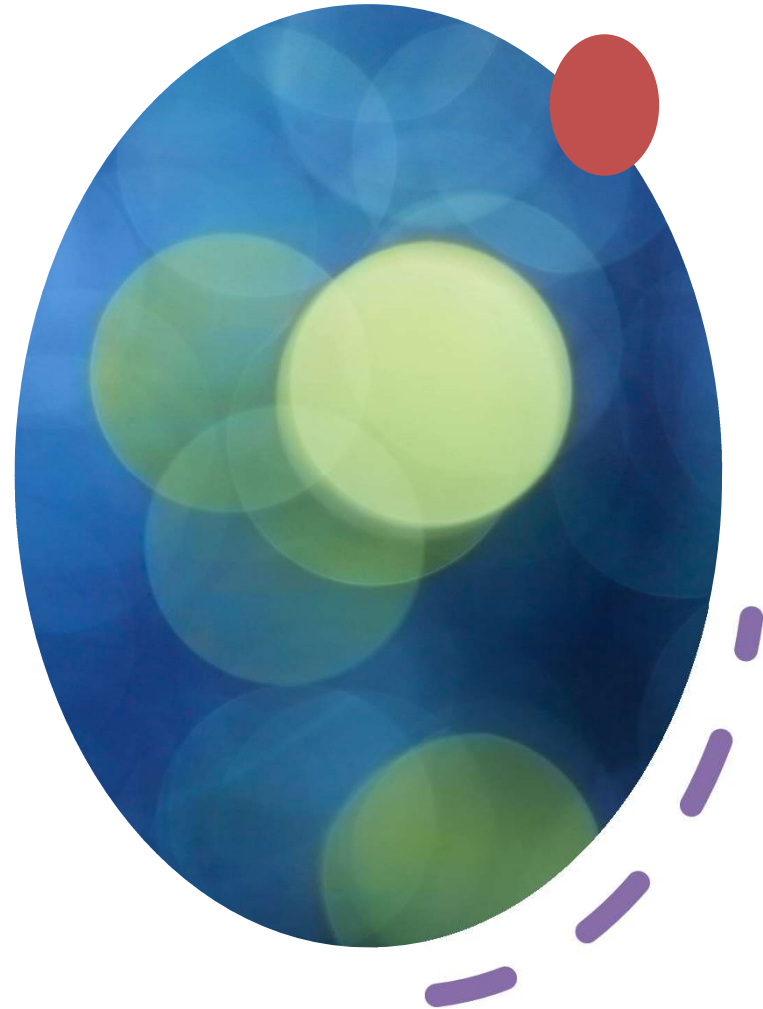
- Hierarchy and Power Distance: Respect for seniority and authority



- Collectivism: Group harmony over individual goals



- Indirect Communication: Subtle cues, avoiding conflict



(Hofstede, 2001; Hall, 1989)

Strategic Collaboration Opportunities

- Shared R&D efforts to innovate EV technology
- Leveraging Ariel's craftsmanship for premium design
- Utilizing Qiantu's EV expertise to address sustainability goals
- Joint marketing strategies to capture global EV markets



Negotiation Strategies



- Building Guanxi (Relationships):



- Invest time in trust-building activities



- Use formal and informal meetings



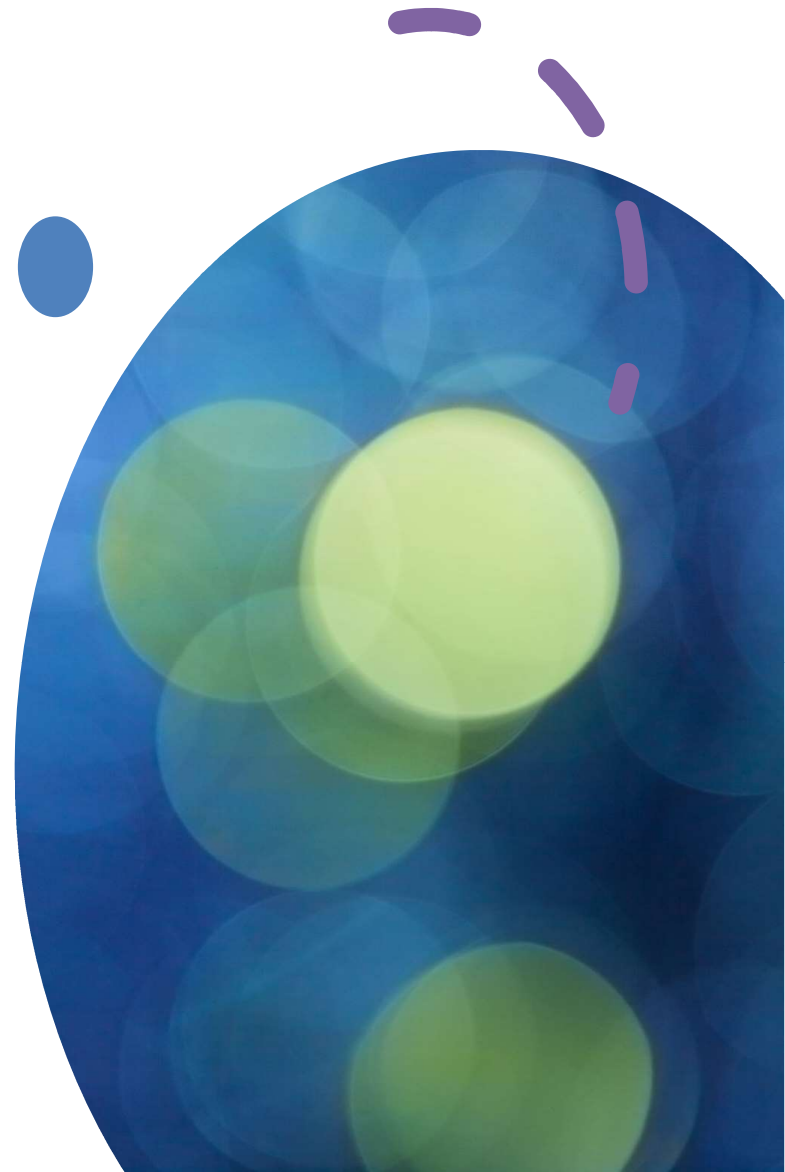
- Adapt Communication Style:



- Balance directness with sensitivity



- Use intermediaries for complex issues



Effective Communication Strategies

- Bridging High and Low Contexts:

- Visual aids, interpreters, and clear agendas

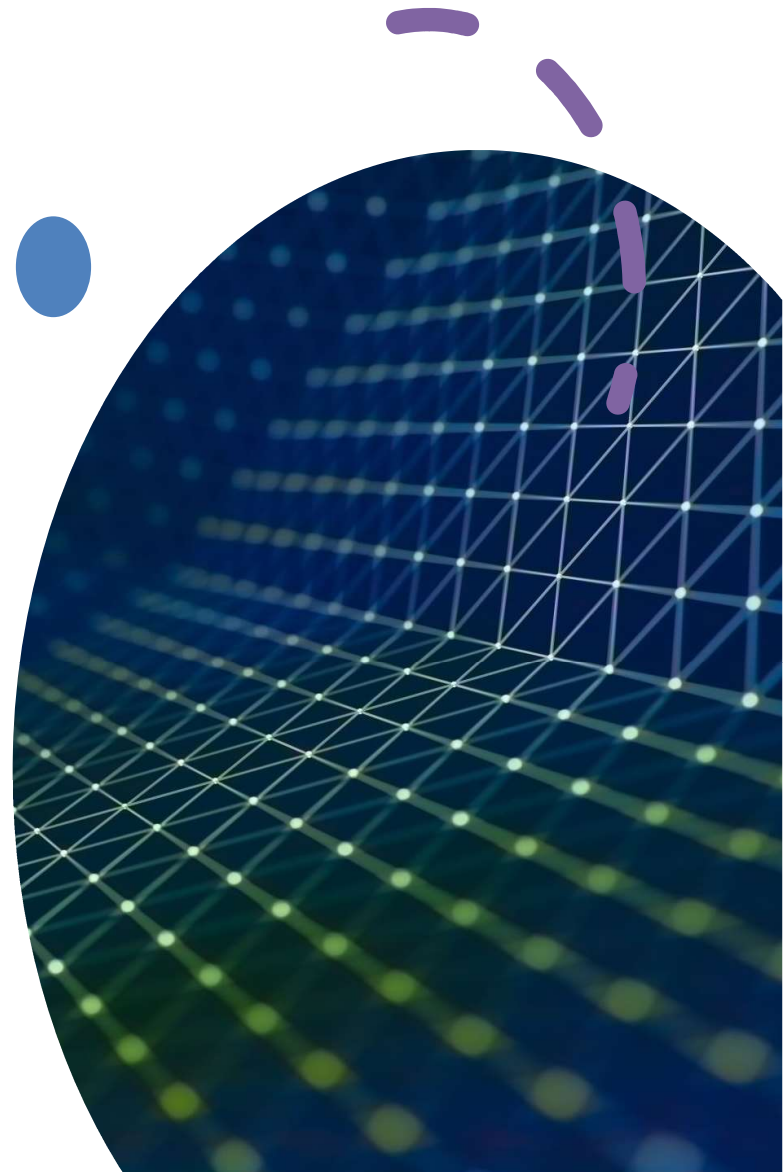
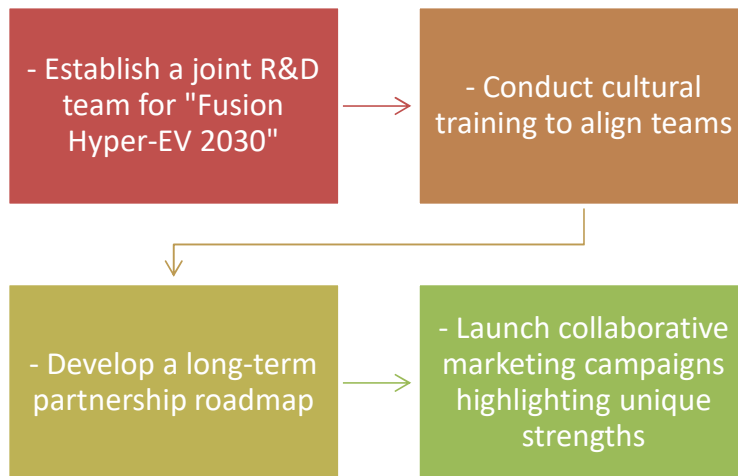
- Active Listening:

- Recognize and respond to implicit messages



(Trompenaars, 1993)

Recommendations and Next Steps



Importance of Cultural Awareness

Reduces misunderstandings

Builds trust and rapport

Enhances collaboration and long-term partnerships

Adaptability in Cross-Cultural Negotiations

Shows respect for norms and values

Promotes flexibility in business approaches

Demonstrates commitment to collaboration

(Hofstede, 2001)

Virtual Future Project Benefits



- Revolutionize luxury EV market with "Fusion Hyper-EV 2030"



- Blend bespoke design with eco-friendly technology



- Tap into growing demand for sustainable mobility solutions

Conclusion



- Ariel and Qiantu's partnership is poised for success



- Combined expertise ensures innovative, market-leading solutions



- A clear roadmap and strong collaboration can drive long-term growth

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Thank
you!

