



HUMMER[®]

Case Presentation



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HUMMER[®]

Introduction

- AM General created brand of off-road vehicles called Hummer
- Originally built for military use
- Served as a light off-road tactical vehicle and became popular because of its tank-like structure.
- Replaced the old Jeep that was used in the military.
- Even though the initial market for Hummer was the Army, Hummer found interests within the consumer market



Original Hummer or Humvee

Overview

In 1979, competition began for the development of a High Mobility Multi-purpose Wheeled Vehicle (HMMWV) for the U.S Military.

- Versatile
- Reliable

3 Competitors

- General Dynamics
- Teledyne
- AM General



Among the three, Hummer was judged the superior product

- AM engineers found their solutions through performance objectives and met the requirements desired by the Army.

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Overview

General Motors (GM)



H1

H2



H3

H2 SUT



HUMMER