

Dear Chevrolet,

Competition is fierce in the day to day field of selling cars and each side is always looking to have the next greatest things to put them one step ahead. I think it's possible that this next great thing is zinc and my interests are in making your product an even higher quality with this one addition. I have been a user of your product for many years and have enjoyed the quality and precision that you provide.

Everyone is familiar with the older classic Chevrolet vehicles some of which are restored and other which are beyond repair. Many are also familiar with new and improved models that push the limits of technology beyond our wildest dreams. But what is one fault that both the new and old vehicles have in common? Rust. Vehicles are put through a lot of wear and tear and many times these beauts are left outside to weather through snow, rain and wind. Even though they're put through extensive use and extreme conditions, they are still expected to perform and to be safe. The corrosion of steel parts on these vehicles is preventing them from being safe and from living up to their full potential.

We are here to tell you that the solution to this problem of rust is a process called hot-dip galvanizing.

Hot-dip galvanizing is a process in which steel is first cleaned, rinsed, and dipped in a molten, zinc bath. Zinc is an amazing resource to use with steel as it creates a bond with the steel where it sacrifices itself to protect the steel. This leaves the steel with a shiny silver coating at first but over time, this turns to a matte finished gray color. We are aware of your customers desire to have a personalized feel to their car which means their choosing of a paint color. Because of this, we are suggesting a dual process in which the steel is first dipped in galvanizing and then painted afterwards to give it a sleek and customized look. At first glance, this may seem like an unnecessary and costly addition to your process, but there are many benefits to the addition of these steps.

First, we will look at the environmental impact of hot-dip galvanizing. Zinc is the 27th most abundant natural resource on Earth. So, this resource will not run out and will not become costly to find and use. Almost more importantly though, zinc is recyclable. If a piece of steel has been galvanized, when it is melted down, the zinc coating can be extracted and reused at hot-dip galvanizing facilities. In fact, there are many galvanizing companies in the United State that only use recycled galvanizing. Not only is this process environmentally sustainable, but without the formation of rust or corrosion, vehicles and their parts will last longer. One last environmental factor focuses on the combination of painting and galvanizing. Paint, unfortunately, is not reusable, but it gives a desired look for finished products that appeal to customers. By using both paint and galvanizing, the life expectancy of the finish will increase exponentially and give a quality unlike any other!

Another option that could have a huge impact would be to use galvanizing solely on the undercarriage of your vehicles. This area sees a plethora of road grime, salt and water and is a location that is very difficult to get to and clean. It is also very common to see parts in these areas that are rusted out such as the chassis or the muffler to name a few. By galvanizing this area alone, you would be improving the safety of drivers and others on the road. Because this area is generally not seen by customers, it is possible that a single step process of galvanizing these parts could occur.

Next, we will look at the social impact of this choice. Quality is very important to customers and is a source of loyalty as long as the product performs. Some companies like to take less expensive and less timely ways out of a situation, but this usually means a poorer quality product. Incorporating galvanizing into your vehicles will put them a step ahead of the competition and attract a new customer base that is focused on your attention to detail and quality. As mentioned beforehand, this method creates an environmentally friendly solution. With so much focus on being "green" in today's society, this will boost your standing with those who take environmental impact into consideration. Many of your competitors have taken steps to tap into this market with promises of better gas mileage and a smaller carbon foot print. Galvanizing to elongate the life of the product and prevent safety hazards from rust, is a new and innovative way to capture the attention of this niche market.

Finally, we will look at the economic impact of hot-dip galvanizing. Initially, this method will have some upfront costs, but in the long run I think your company will benefit. By utilizing galvanizing, the quality of your product will be improved immensely. With a higher quality, comes a higher retail price. Every customer knows of this trade off, but for them, there will be a higher resale value with the longer life of the product. I also believe that a new customer interest will be created. Since you would be the only company incorporating this process, people will come to you for their next car or truck which means a higher net sales profit. This situation would apply so long as the dual process of galvanizing and painting was used. As far as the parts of the undercarriage that are unseen and normally just painted, money could be saved. In our calculated price comparisons, we have found that galvanizing is less expensive than painting and would require fewer touchups.

The overall makeup of a vehicle is very complex and with many different, unique parts. Fortunately, with hot dip galvanizing, the application occurs in such a way that the entire surface is submerged in the molten zinc, allowing the entire surface to be protected. We realize that making every steel part of a vehicle hot-dipped galvanized would mean a lot of changes in the way you manufacture vehicles, but we feel that this change would be worthwhile and provide a competitive advantage. Even a piece by piece integration of galvanized parts would allow you to see the benefits of galvanizing and the benefits it could have for your company.

We appreciate the time you have taken to consider hot-dip galvanizing as a part of the future of your company. With the combination of environment, economic and social advantages this method offers, we feel that it is a valuable product that could have a positive impact on your company.

Sincerely,

Kelsey Vetter