



Bored people build bad cars. That's why we're doing away with the assembly line.

Working on an assembly line is monotonous. And boring. And after a while, some people begin not to care about their jobs anymore. So the quality of the product often suffers.

That's why, at Saab, we're replacing the assembly line with assembly teams. Groups



of just three or four people who are responsible for a particular assembly process from start to finish.

Each team makes its own decisions

about who does what and when. And each team member can even do the entire assembly singlehandedly. The result: people are more involved. They care more. So there's less absenteeism, less turnover. And we have more experienced people on the job.

We're building our new 2-liter engines this way. And the doors to our Saab 99. And we're planning to use this same system to build other parts of our car as well.

It's a slower, more costly system, but we realize that the best machines and materials in the world don't mean a thing, if the person building the car doesn't care.

Saab. It's what a car should be.

There are more than 300 Saab dealers nationwide. For the name and address of the one nearest you call 800-243-6000 toll free. In Connecticut, call 1-800-882-6500.