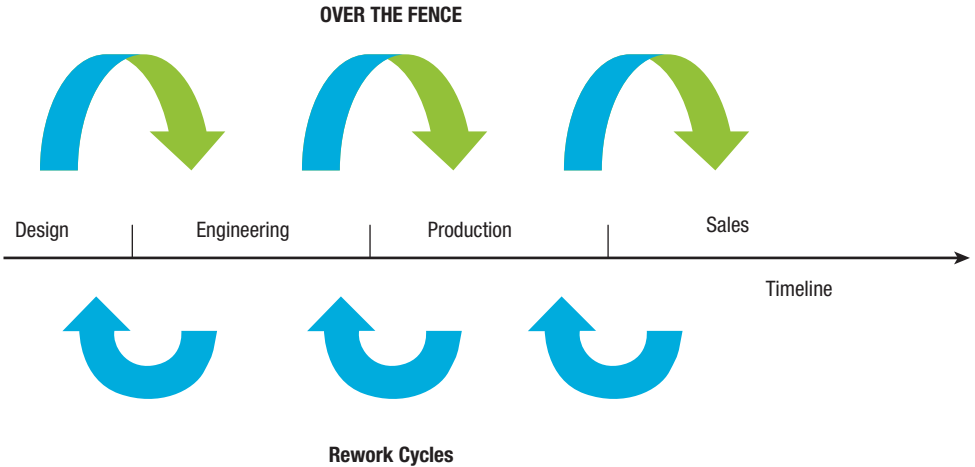FIGURE 4.8: Sequential Product Development at Chrysler