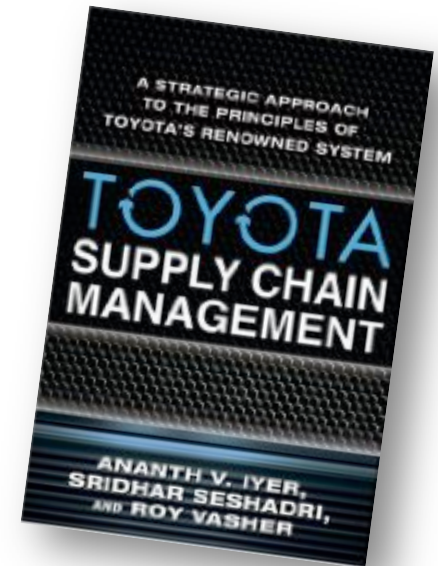


# Supply chain advantage

	Toyota Advantage	Toyota Prius	Chevy Volt
Unit Retail Price	61%	\$24,200	\$39,900
Units Sold/Month	13x	23,294	1,788
In-House Production	50%	27%	54%
Plant Suppliers	16%	125	800
<i>Firm-Wide Suppliers</i>	4%	224	5,500



Source: *Toyota Supply Chain Management: A Strategic Approach to Toyota's Renowned System*, by Ananth Iyer and Sridhar Seshadri