

Global Tire Manufacturer x Narratize™

How a Global Tire Manufacturer Accelerated R&D Learning Cycles by 85% and Recovered Thousands of Engineering Hours with Narratize

Background

A global tire manufacturer, known for advanced vehicle dynamics engineering and a rigorous approach to product innovation, relies on Rapid Learning Cycles (RLCs) to validate and iterate on tire designs across performance, handling, and safety.

As the organization pushed to accelerate R&D timelines, leadership recognized that their existing learning cycle process—while technically sound—was bottlenecked by manual documentation, fragmented knowledge, and time-intensive review workflows.

The manufacturer engaged Narratize to modernize how its Vehicle Dynamics teams execute, document, and learn from each cycle.

Challenge

Despite strong engineering capabilities and a proven innovation framework, the organization faced critical constraints:

- **Time-intensive documentation:** Engineers spent 60–70+ hours per learning cycle on documentation, literature synthesis, and hypothesis development—time that should go to engineering.
- **Months-long cycle durations:** Individual learning cycles stretched 2.5–4 months, limiting how quickly teams could validate and iterate on product designs.
- **Fragmented knowledge:** Historical research, test results, and design rationales were siloed across systems, forcing teams to rebuild context for each new cycle.

Solution

The manufacturer deployed Narratize Product Knowledge Hubs as the foundation for its R&D learning cycle process, following a structured path:

- 01. Configure & Align:** Custom templates and AI workflows built for the manufacturer's specific learning cycle methodology.
- 02. Pilot Across Active Cycles:** Four learning cycles spanning different tire characterization domains selected for the POC.
- 03. Measure Against Baselines:** Operational baselines established pre-POC for rigorous before/after comparison.
- 04. Scale Across R&D:** Expansion to multiple teams and hundreds of annual learning cycles.

Impact

The global tire manufacturer uses Narratize to accelerate every phase of its learning cycle process—from hypothesis generation and literature synthesis to key learning documentation and decision frameworks.

Product Knowledge Hubs centralize historical research, test results, and engineering rationales for every product, creating a compounding knowledge asset that grows more valuable with each cycle.

This dramatically shortens R&D timelines, recovers thousands of engineering hours annually, and improves cycle quality. Engineers now spend their time on engineering—not documentation.

4.6X

faster RLCs

85%

Fewer engineering man-hours

Cycle duration decreased from

Months to Weeks

Outcomes

R&D leaders describe Narratize as a practical accelerator for their existing innovation process—not an extra tool.

- **Quality validated:** AI-assisted outputs matched the rigor and direction of original projects, adding new considerations the teams hadn't explored.
- **Scaling across R&D:** Expanding from a 9-person pilot to multi-team deployment spanning hundreds of annual learning cycles.
- **Compounding knowledge:** Product Knowledge Hubs preserve and connect learning across cycles—eliminating repeated effort and enabling cross-project intelligence.

Discover the transformative power of Narratize and unlock the unencumbered innovation potential of your own teams.

Schedule a demo today.



narratize.com