

generation automobile. During the operating process of partnership for new generation automobile, each of the three major enterprises (General Motors, Ford, or Daimler-Chrysler) established their own industrial strategic alliance, and actually the enterprise platform based on the core enterprise's product innovation platform was established. For example, taking Ford as the core enterprise, the new generation car "Prodigy" exploitation alliance was established and the sample car of "Prodigy" has already been manufactured.

V. CONCLUSION

Industrial innovation is a combinative innovation of technological innovation and institutional innovation. To implement an automobile industrial innovation activity, government, enterprises, universities, institutes and so on must cooperate with each other. By combining with government and social organizations, enterprises' product innovation platforms expand to be automobile industrial innovation platform.

According to the different function that the elements take, an automobile industrial innovation platform may be divided into three layers of subsystems of public platform, automobile industrial platform and enterprise platform. Each of the three layers of an automobile industrial innovation platform consists of three sub-platforms of management platform, technology platform and information platform. The construction of an automobile industrial innovation platform should obey the principles of strategic object directing direction, plan mechanism combining with market mechanism, guiding by government combining with enterprises' corpus standing, social benefit combining with economic benefit principle. When an automobile industrial innovation platform has fulfilled its object, it will disappear or update according to

updating mechanism. The result of the demonstration study authenticated the accuracy and the function of our theory study.

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