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Life at the Top Chapter 2048 - 2049

These engineers had all been in the automotive industry for more than ten years, and one of them had also worked as a chief engineer in a large foreign factory.

The next day, Jasper came to the car factory again. While standing in front of the car factory, Jasper looked at the gate and said slowly, "Starting today, the car factory will be renamed Lane Automobile Factory, and the cars we will produce in the future will also belong to the brand Lane."

"Okay, we'll do as you say, Mr. Laine."

Rowan then contacted the advertising agency to customize the logo for the car factory.

"Isn't Lane just wordplay on Laine?"

A smile spread across Rowan's face.

"Mr. Laine, I hope our cars will sell well in the future. I also hope that our car factory can rise steadily like you, Mr. Laine."

Upon hearing Rowan's compliment, Jasper just nodded slightly.

"Where are the engineers? Bring them here so I can look at them."

"Okay, let's move to the office."

Rowan pointed to the most conspicuous building in the center of the factory. It was the office space that had just been cleaned up. After a while, Jasper followed Rowan into the office.

The engineers, after receiving the notice, came to the office ahead of time. They stood in a single file and when they saw Jasper, their faces were filled with respect.

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"This is Mr. Jasper Laine. You guys should introduce yourself so that everyone will become familiar with each other. We'll be colleagues in the future, so you don't have to be so reserved." Rowan scanned the engineers.

"Hello, Mr. Laine." A young man standing at the door was the first one to speak.

He had glasses on and looked polite. Other than that, he was behaving like an academic in every way.

"My name is Beckett Saunders and I'm 28 years old. Mr. Laine, you can just call me Beck."

"Alright, Beck." Jasper nodded and his gaze turned softer. It was clear that he was satisfied with Beckett.

From Rowan's introduction, Jasper knew that Beckett had been a chief engineer abroad even though he was young. Thus, it was obvious that he was good at his job.

"My name is Cliff Chapman..."

"My name is Holden Novak..."

Everyone started introducing themselves.

"Alright, I remember you all now. From now on, the responsibility of running Lane Automobile Factory will be in your hands. I hope you all can work hard."

The engineers nodded quickly when they heard that. Then, Rowan spoke.

"Mr. Laine, to be frank, these engineers came here because they heard about you."

"Oh?" When Rowan said that, Jasper was interested.

"Even though I have some connections, it's still impossible to get so many talents in just one day. They heard that you want to start an automotive factory, so that's why they came."

Jasper understood now. It seemed that Beck and the others came for him.

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“Mr. Jefferson is right. We heard about you a long time ago, Mr. Laine, so that’s why we...”
Beckett paused and did not continue.

While they were talking, Beckett and the gang were looking at Jasper increasingly respectfully. At the same time, they also admired him a lot.

“Even though you came here because of me, I also hope that we can be friends in the future. I can’t guarantee other things, but I will definitely give you decent treatment and a good future.”

Jasper stood up straight, his eyes deep and piercing. He was not budding, instead, he was very confident. It was because he had already planned the future of Lane Automobile Factory.

When he wanted to venture into the automotive industry, he did not think much, but now, he planned to use the technology of the future on his cars. More than a decade later, hybrid cars would gain popularity. Moreover, alternative fuel vehicles from Spore and Tesla would also set off a frenzy.

Life at the Top Chapter 2049

What Jasper intended to do was to combine the current automotive technology with future technology.

“Mr. Laine, what are we going to do next?” At this moment, Beckett asked.

“Please sit down first.” Jasper pointed to the sofa by the corner.

“I want to ask, which section were you responsible for before?” After the engineers sat on the sofa, Jasper asked slowly.

“I’m in charge of the chassis and the frame.”

“I’m in charge of car painting and installation of other parts.”

“I’m in charge of interior installations like car seats and so on.”

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Jasper was satisfied with their answers.

Although these people were responsible for different processes, they could form a complete workflow once they were integrated. There were only a few major parts of the car structure.

"I'll give you three days.

"Can you guys assemble me a complete car by then?"

After hearing what Jasper said, the engineers looked at each other and nodded.

"No problem."

"We can definitely get it done."

"We might even be done in a day or two."

Jasper nodded with a grin after seeing how confident they were. "Alright, that's all for now. I'll come and inspect it at any time."

After he said that, Jasper got up and left.

Rowan quickly followed behind him. His eyebrows were furrowed and it was clear that he did not understand Jasper's arrangement.

"Mr. Laine, there are some car parts in the factory that I left here the last time. If you want a car, I can assemble a new one for you in half a day."

Jasper shook his head when he heard Rowan's doubts. "You heard it yourself. You said you were only fooling around back then. So, your car will not be able to compare to the first-class brands when it comes to the details."

"Tell me, can your car compare to BBA?"

Rowan scratched his head in embarrassment. "It can't. BBA is among the top three giants."

"Right you are."

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Jasper paused before confirming. "Since I want to manufacture cars, I have to manufacture the most high-end ones. I need everything to be the best, regardless of if it's the details or quality. I want it to be at least on the same level as BBA."

Being on the same level was just a temporary goal Jasper set for himself.

In this era, BBA was not everywhere yet, but it was still pretty common. As long as anyone could drive a Benz, BMW, or Audi, they would be considered rich by other people. In this era, BBA was considered the symbol of luxury cars.

However, he had another long-term goal and that was to build an automotive empire and sit atop throne.

"Beckett and the rest came from big factories, so they have the first-class skills in automobile manufacturing. I want to see what they will create for me."

After hearing that, Rowan made a sound to indicate he understood.

At the same time, he was also shocked. He thought Jasper was just joking when he said he wanted to manufacture cars. However, when he learned of Jasper's ideas, he finally understood that Jasper was being serious.

"Actually, the goal of being on the same level as BBA is hard to achieve... But I believe in you, and I am willing to do this with you."

Rowan's gaze became more resolute.

Jasper did not say anything more.

To Rowan, perhaps his goal was hard to achieve. The path to manufacturing cars was indeed difficult but building a brand was even more difficult. However, one should not forget the thousands of years of history in Somerland and himself, who came from the future.

Now, Jasper decided that there should be a brand in the country that was on the same level as BBA!

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