This report was commissioned to analyze the purchasing process of a 3D printing machine for Volkswagen Navarra S.A in order to manufacture prototypes and tools in prevision of the new launch of VW270. Methods of analysis include all the background information to come up with the final decision explained in more detail and specific emphasis on the economic and technical viability. Both aspects are important to increase VW’s efficiency. This project aims the incorporation of this new technology into Volkswagen’s production system as a complement for the existent conventional method. Results of data analyzed show that this new incorporation will turn into important benefits for the company such as prototypes manufacturing, ergonomic improvements that will increase the staff’s overall satisfaction, increasing fabrication capacity and higher profit, considering three different scenarios that would reflect the real effect of this technology in Volkswagen Navarra.