

TECHNOLOGY

## Chip Shortage Spells Trouble From Cars to Game Consoles

By [Max A. Cherney](#) Feb. 10, 2021 5:37 pm ET

Order f

...

Unlike for some other products, ramping up chip production can be time consuming. The Semiconductor Industry Association [said recently](#) that it normally takes 26 weeks from when a car company orders a chip to when it is delivered. For more advanced microprocessors, manufacturing capacity sometimes needs to be secured years in advance.