

## **Dassault Systèmes Launches “Target Zero Defect,” a New Industry Solution Experience for Developing Vehicles Right the First Time**

### ***Digital Continuity and Collaborative Environment for Transportation & Mobility OEMs and Suppliers Enables Zero Defect Processes from Concept to Final Assembly***

**VELIZY-VILLACOUBLAY, France — May 21, 2013** – [Dassault Systèmes](#) (Euronext Paris: #13065, DSY.PA), the 3DEXPERIENCE Company, a world leader in 3D design, 3D Digital Mock Up and Product Lifecycle Management (PLM) solutions, today announced the launch of “Target Zero Defect,” an industry solution experience providing an integrated and open collaborative environment tailored to enable zero defects across the entire product development process. Target Zero Defect helps reduce risk for OEMs and their suppliers associated with introducing new products, as well as the potential for costly recalls.

Today’s vehicle manufacturers and their suppliers must introduce new technologies and functions faster, while facing increasing vehicle and development process complexity. Global vehicle platforms require localized modular design and assembly strategies, further complicating development and manufacturing processes for both OEMs and suppliers. Connecting and managing all OEM and supplier stakeholders in a collaborative business platform enables a company to detect potential mistakes sooner, and thus lower its development costs. Yet, the reality is that many processes are still disconnected.

Target Zero Defect provides a global approach to capture and leverage existing corporate knowledge, connecting design, engineering and manufacturing disciplines across a company’s entire ecosystem of partners and suppliers into a dynamic, collaborative product creation environment. It includes high performance virtual design and simulation in all stages of product creation from conceptual design to virtual manufacturing, including all domains such as chassis, powertrain, and body & interior. A cornerstone of Target Zero Defect is its systems engineering capabilities that enable virtual design, simulation and validation of complex vehicle systems and components.

“At Tesla Motors, we depend on everybody to be as creative and productive as possible. Part of the power of the 3DEXPERIENCE platform is its ability to allow everybody involved in the product development process to focus on being creative and productive rather than focusing on the process and tools,” said Paul Lomangino, Engineering Tools Director, Tesla Motors. “The ability of the 3DEXPERIENCE platform to handle the complexity both in our product and our process as we move forward is very important. Its ability to unify multiple organizations under one banner and bring them all together within a common solution will help us immeasurably going forward.”

“Instead of corrective action to solve defects, the industry needs to eliminate them upfront by capitalizing on institutional knowledge and tracking costs,” said Monica Menghini, Executive Vice President, Industry & Marketing, Dassault Systèmes. “This is about creating a holistic view

of your business to improve the entire development process. Tesla is an incredible success story based on daring innovation with real profitability and we are proud to be part of this achievement.”

For more information on Dassault Systèmes’ industry solution experiences for Transportation & Mobility, visit: <http://www.3ds.com/solutions/transportation-mobility/industry-experiences/>.

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#### **About Dassault Systèmes**

Dassault Systèmes, the 3DEXPERIENCE Company, provides business and people with virtual universes to imagine sustainable innovations. Its world-leading solutions transform the way products are designed, produced, and supported. Dassault Systèmes’ collaborative solutions foster social innovation, expanding possibilities for the virtual world to improve the real world. The group brings value to over 150,000 customers of all sizes, in all industries, in more than 140 countries. For more information, visit [www.3ds.com](http://www.3ds.com).

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