



## **Dassault Systèmes Sponsors “Design Los Angeles” and Design Challenge at LA Auto Show**

### ***Annual Event Promotes Innovation Among Automotive Design Community***

**LOS ANGELES – November 16, 2011** — Dassault Systèmes (Euronext Paris: #13065, DSY.PA), a world leader in 3D and Product Lifecycle Management (PLM) solutions, has announced that it is a sponsor of the 8<sup>th</sup> annual Design Los Angeles (LA) Conference, which brings together designers and industry professionals to meet and discuss common interests and issues. Focused around the Design Challenge event, this year’s competition is centered on designing Hollywood’s hottest new car with the winner being announced on November 17 during the Los Angeles Auto Show. Studios from across the world will showcase their talents in automotive design as they contend for this top design honor.

“As the leading provider of engineering design software to the automotive community, supporting an event that encourages competitive creativity syncs perfectly with our goal of enabling innovation by providing solutions that open up the creative process to all stakeholders -- from designers through consumers,” said Anne Asensio, VP, Design Experience, Dassault Systèmes. “The best ideas don’t surface in isolation, but when collaborated upon among diverse players.”

As part of its sponsorship, Dassault Systèmes will be providing demonstrations of its solutions’ capabilities during the Design LA conference. Visitors to room #511A will be able to experience 3DVIA Studio Pro showing a virtual test drive, part of the Dassault Systèmes Design Studio ecosystem. Additionally, CATIA Live Rendering presentations will be made illustrating CATIA’s interactive, physically correct photorealistic rendering ability, offering a new way to direct styling reviews.

In addition to the Design LA activity, Dassault Systèmes is also a sponsor of the Car Design News-General Motors (CDN-GM) interactive car design competition, which is announcing the exterior vehicle design finalists during the LA Auto Show.

For nearly 30 years, the worlds’ leading vehicle manufacturers have been relying upon Dassault Systèmes’ PLM solutions to digitally define and simulate products, as well as the processes and resources required to manufacture, maintain, and recycle them. Today, it is the leading design/engineering/analysis solution provider with the majority of today’s vehicles having been designed in CATIA.

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#### **About Dassault Systèmes**

As a world leader in 3D and Product Lifecycle Management (PLM) solutions, Dassault Systèmes brings value to more than 130,000 customers in 80 countries. A pioneer in the 3D software market since 1981, Dassault Systèmes applications provide a 3D vision of the entire lifecycle of products from conception to

maintenance to recycling. The Dassault Systèmes portfolio consists of CATIA for designing the virtual product - DELMIA for virtual production - SIMULIA for virtual testing - ENOVIA for global collaborative lifecycle management, EXALEAD for search-based applications- SolidWorks for 3D mechanical design and 3DVIA for online 3D lifelike experiences. For more information, visit <http://www.3ds.com>.

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