

India's Second Largest Manufacturer of Trucks and Buses Ashok Leyland Adopts Two Dassault Systèmes Industry Solution Experiences: “Modular, Glocal and Secure” and “Target Zero Defect”

VELIZY-VILLACOUBLAY, France – September 14, 2015 — [Dassault Systèmes](#) (Euronext Paris: #13065, DSY.PA), the 3DEXPERIENCE Company, world leader in 3D design software, 3D Digital Mock Up and Product Lifecycle Management (PLM) solutions, today announced that [Ashok Leyland](#), India's second largest commercial vehicle manufacturer, is expanding its use of Dassault Systèmes' 3DEXPERIENCE platform to accelerate the modular design, validation, production and configuration management for its trucks and buses. Ashok Leyland adopted “[Modular, Glocal and Secure](#)” and “[Target Zero Defect](#),” two of Dassault Systèmes' industry solution experiences tailored to address the business challenges of transportation and mobility companies.

As part of its customer-centric activities, Ashok Leyland looked to enhance quality control and accelerate the delivery of its trucks and buses. In addition, the company wanted an efficient cost management solution that would address the complexity of its product portfolio as it tailors a diverse range of products to meet shifting market requirements.

Ashok Leyland was already using Dassault Systèmes' 3DEXPERIENCE platform for data management and turned to its “Modular, Glocal and Secure” and “Target Zero Defect” industry solution experiences for powerful collaborative capabilities, virtual analysis and simulation applications that facilitate innovative vehicle development.

“Dassault Systèmes' industry solution experiences enable us to focus on improving vehicle performance and reducing weight, fuel consumption and emissions as well as prioritizing digital sculpting and surface optimization,” said Dr. N. Saravanan, Sr., Vice President and Head of R&D, Ashok Leyland. “The 3DEXPERIENCE platform's configured-to-order approach, configuration management features and unique BOM include all variant characteristics and functional requirements. Our designers can make changes and rapidly build new variants.”

“Modular, Glocal and Secure” accelerates global, modular vehicle programs and responds to strategic regional requirements. Ashok Leyland can define and develop vehicle programs with IP protection, starting from a high-level architecture definition and supporting modularity concepts and configuration, to minimize cost, maximize re-use, and simplify complexity across programs, teams and locations.

“Target Zero Defect” ensures right-the-first-time vehicle design through optimized end-to-end development processes that connect Ashok Leyland's engineers with partners and suppliers in a dynamic, collaborative product creation environment. It includes high-performance virtual design and simulation at all stages of product creation, from conceptual design to virtual manufacturing, including powertrain, body engineering, styling and final assembly.

“In today’s competitive market, suppliers and manufacturers like Ashok Leyland must introduce new features faster than ever while managing increasing vehicle and development process complexities,” said Olivier Sappin, Vice President, Transportation & Mobility Industry, Dassault Systèmes. “This is where Dassault Systèmes’ 3DEXPERIENCE platform and the industry solution experiences portfolio can play a pivotal role, by providing one unified, digital platform with specialized applications to help companies minimize risks and costs, automate knowledge, facilitate changes and optimize overall performance.”

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

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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 190,000 customers of all sizes, in all industries, in more than 140 countries. For more information, visit www.3ds.com.

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