

Dassault Systèmes' 3DEXPERIENCE Selected by Pininfarina to Design New Concept Car

Dassault Systèmes' CATIA Application Provides Innovative Modeling Tools in a Single Unified Environment to Spur Creativity and Design Excellence

VELIZY-VILLACOUBLAY, France and CAMBIANO, Italy — June 13, 2013 — [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 leading Italian design house Pininfarina, has selected Dassault Systèmes' 3DEXPERIENCE *CATIA for Creative Designers* application, to design and manufacture a new concept car in honor of its honorary chairman, Sergio Pininfarina. The CATIA application enabled project designers and engineers to produce an aesthetically innovative and aerodynamic design under a very tight schedule.

Using innovative virtual clay modeling and 3D sketching features, Pininfarina designers were able to express their creativity, experimenting in the earliest stages of development with a variety of different approaches, quickly converging on the most appropriate shape and configuration of the *Sergio* Concept Car. The resulting 3D virtual model was rich in detail and production-ready class-A surfaces, generated using ICEM Surf. Designers were also able to manage different variations of their concept car and experience each design alternative in 3D using CATIA Live Rendering application capability. All of the designers' styling features, including textures and colors, with the technical features developed by Pininfarina engineers were combined into one unified model. This facilitated the exchange of ideas and accelerated the decision-making process.

"The CATIA application provides us with an innovative way of working that respects Pininfarina's own historic and crucial design philosophy," said Fabio Filippini, Design Director at Pininfarina. "Our search for purity, performance and emotion are the very values that Sergio has transmitted to us throughout his career. Concept modeling, focused on these three core values, is our forte and Dassault Systèmes' 3DEXPERIENCE design solutions help us transform our ideas into reality."

"Designers are vibrant personalities passionate about their work, and very demanding when choosing design technologies. So when a renowned design firm like Pininfarina decides to express its creativity with our 3DEXPERIENCE solutions, we are pleased to provide its designers with an enhanced design experience," said Monica Menghini, Executive Vice President, Industry and Marketing, Dassault Systèmes. "With digital 3D continuity and realistic rendering the design and engineering teams were able to rapidly create and analyze design alternatives and converge on the perfect design."

For more information on Dassault Systèmes' solution experiences for the transportation and mobility industry, please visit www.3ds.com/solutions/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 170,000 customers of all sizes, in all industries, in more than 140 countries. For more information, visit www.3ds.com.

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