

Tata Technologies Completed the First Feasibility Study of its Electric Vehicle Using Dassault Systèmes' 3DEXPERIENCE Platform

eMO (Electric MObility) Project was Successfully Completed and Proved the Feasibility of Electric Vehicle Development at Affordable Price

AUBURN HILLS, Mich., June 13, 2012 – [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 that Tata Technologies' heavy use of Dassault Systèmes' 3DEXPERIENCE platform, based on Version 6 technology, for its recent ground-breaking small urban electric vehicle study – the eMO (for electric MObility), enabled Tata Technologies to complete the project quickly and accurately. The eMO study was undertaken to demonstrate the feasibility of developing an electric vehicle at an attractive price, and at the same time confirming their global experience, knowledge and innovation capabilities.

“We needed a highly regarded partner for this project, as we were relying on it to showcase our multi-dimensional approach to vehicle engineering and development,” said Kevin Fisher, president, Tata Technologies Vehicle Programs and Development (VPD) Group. “We have a deep history with Dassault Systèmes and were confident that CATIA and ENOVIA V6 applications would help us leverage the talents of a global engineering team to meet numerous design and cost constraints, as well as create the targeted user experience, including a final vehicle price tag of under \$20,000.”

A significant challenge in the development process was the requirement to fit all the required vehicle systems into a small footprint while maintaining spacious seating for four adults. To achieve this, Tata Technologies utilized the powerful capabilities within CATIA and ENOVIA applications to quickly develop various studies, allowing global collaboration to rapidly evaluate and converge on optimal solutions.

“Tata Technologies' eMO project was run using our 3DEXPERIENCE platform to prove that from the designers' perspective, to the engineers' perspective, all the way up to the driver experience, we can provide the necessary applications to turn ideas into products fast and effectively,” said Monica Menghini, executive vice president, Industry, Dassault Systèmes.

The development of the eMO was also a global effort, requiring collaboration among more than 300 Tata Technologies engineers from different geographies, including the U.S., Europe and India. 3DEXPERIENCE became the common language for the

extended team and allowed rapid comparison of proposals, leading to swift decisions and innovative solutions.

“Tata Technologies is a key business partner for us and we see its innovative and forward-looking project as the perfect example of how our 3DEXPERIENCE platform is critical to collaboration with OEMs for accelerated development cycles,” continued Menghini.

Dassault Systèmes’ 3DEXPERIENCE platform was also extensively used for collaboration, allowing multiple team members to view pertinent data in real time. In addition, it allowed more time for testing of different design features aimed at reducing energy consumption, such as vehicle weight, rolling resistance and aerodynamics.

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About Tata Technologies

Tata Technologies, founded in 1989, is a global leader in Engineering Services Outsourcing and Product Development IT services to the global manufacturing industry; enabling ambitious manufacturing companies to design and build better products.

Tata Technologies is a company of innovators, specialists in the design engineering space, who apply cutting-edge technology to provide a competitive advantage to customers in the manufacturing sector. The company is a strategic partner for developing complete vehicles (VPD group), engineering subsystems and components (E&D), managing the NPI process and collaborative engineering (PLM), and tying together information created and used throughout the extended manufacturing enterprise (ESG).

Tata Technologies is headquartered in Singapore, with regional headquarters offices in the United States (Novi, Michigan), India (Pune) and the UK (Coventry). The company has a combined global work force of more than 5,400 employees serving clients worldwide from facilities in North America, Europe and the Asia-Pacific region. www.tatatechnologies.com

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About Dassault Systèmes

Dassault Systèmes, the 3D Experience 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 80 countries. For more information, visit www.3ds.com.

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