



Jaguar Land Rover and Dassault Systèmes agree to new strategic partnership

By Dora Lâiné


Jaguar Land Rover and Dassault Systèmes have signed a strategic partnership that formalizes future cooperation and collaboration between the two companies. Jaguar Land Rover will deploy Dassault Systèmes' Version 6 (V6) platform and leverage the full range of its PLM solutions to enhance innovation and reduce development time.

"The signing of this strategic cooperation contract will accelerate and reveal the power of collaborative innovation for intelligent vehicles," commented Bernard Charlès, Dassault Systèmes Président and CEO. "Integrating electronics and onboard software has become a critical element of differentiation for a great vehicle experience. PLM 2.0 with Version 6 can provide such simplification and elevation to Lifelike PLM with rapid ROI."

The agreement, signed by Dassault Systèmes President and CEO Bernard Charlès and Jaguar Land Rover CEO Dr. Ralf Speth, will see advanced digital 3D simulation and development tools transform Jaguar Land Rover's Product Development processes. The two companies will work together to jointly develop industry-leading product creation solutions. Jaguar Land Rover will deploy Dassault Systèmes' V6 solutions for Product Lifecycle Management — the process that drives and controls all vehicle creation processes — to increase operational efficiency and reduce complexity through enhanced innovation and accelerated development capabilities.

commonality, innovation and integration will have the dual benefit of significantly increasing efficiencies while reducing cost by a similar margin.

Jaguar Land Rover is leveraging the full range of Dassault Systèmes' V6 solutions from its industry-leading brands, including CATIA, DELMIA, ENOVIA, SIMULIA and 3DVIA PLM.

Jaguar Land Rover Chief Executive Officer, Dr Ralf Speth, said: "We look to this association to bring significant technical and commercial benefits to Jaguar Land Rover. Dassault Systèmes will provide the processes and tools we need to more efficiently develop and create vehicles that exceed our customers' expectations in every respect and deliver the highest standards of quality." 

Dassault Systèmes was chosen by Jaguar Land Rover as its preferred partner in the PLM field following an 18-month evaluation period that included a full analysis of the PMTI (Process, Method, Tools, Information) environment at Jaguar Land Rover. In addition to supplying existing system programs, development engineers from Dassault Systèmes and Jaguar Land Rover will work together on new processes and solutions that will provide the combination of simplification and specialization required to create new generations of premium vehicles. The focus on



Dassault Systèmes President and CEO Bernard Charlès (left) and Jaguar Land Rover CEO Dr. Ralf Speth (right)