



## **IBM and Dassault Systèmes Help European Automaker Create Digital Design Infrastructure to Speed Up Delivery of Fuel Efficient Cars**

**Vélizy, France, Munich, Germany and Armonk, New York – March 12, 2009** – IBM (NYSE:IBM) and Dassault Systèmes (DS) (Euronext Paris: #13065, DSY.PA) today announced BMW's use of a single digital software environment for the design of all BMW engines across its fuel and diesel-powered cars, motorcycles, and its newest line of eco-friendly, hybrid cars including the industry's first hydrogen-powered vehicle.

With the use of CATIA software, a 3D virtual design platform, engineers can consolidate design environments and create a single reference model for the design of all future BMW engines. IBM and Dassault Systèmes PLM experts have helped the automaker to harmonize and consolidate all design initiatives into a single digital infrastructure that provides the latest technologies to aid in the software simulation, calculation and testing of new engine models.

As industrial sector companies intensify efforts to deliver increased value to customers, they are using smart technology to help launch a new class of products. For example, working with IBM and Dassault Systèmes, BMW has developed a series of software design initiatives aimed at equipping new cars with fuel-saving technologies. From designing smaller engines to increasing piston and cylinder performance for better ignition and fuel performance, product lifecycle management software continues to play a key role in the intelligent design of new products.

In the past, aerodynamicists, physicists, and product engineers relied on CAD geometry and manual changes to create new design models. With CATIA, product designers can create multiple engineering applications that significantly enhance a manufacturer's ability to digitally share master versions of an engine or a gear-box design. The use of one digital reference model that can be updated and shared instantly across the globe helps BMW respond quickly to consumer changes prior to signing off on production and shipment plans.

"BMW is in a leadership position to speed up change in the auto industry. With this digital design infrastructure, the company can quickly respond to consumer changes and production demand by having immediate access to global design plans and making those updates digitally so they are instantly shared across global manufacturing sites and with partners in the supply chain," said Steve Mills, senior vice president and group executive, IBM Software.

Using CATIA software, BMW has shipped 22 new cars with engines that produce less than 140 grams of carbon dioxide (CO<sub>2</sub>) per kilometer, an achievement that meets the goals set by Kyoto Protocol participants in 1992 as part of an international treaty on climate change to reduce greenhouse gas emissions globally.

"We are convinced that the extended deployment of our 3D PLM software across all BMW divisions will deliver quick results for BMW and its customers," said Bruno Latchague, executive vice president, Dassault Systèmes. "BMW can now streamline all its design and product development activities on a single platform that is easy to share with its suppliers. This reflects an important move in times where return on investment is more critical than ever."

For more information about IBM please visit [www.ibm.com](http://www.ibm.com) and [www.ibm.com/solutions/plm](http://www.ibm.com/solutions/plm).

For more information about Dassault Systèmes please visit <http://www.3ds.com>.

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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 100,000 customers in 80 countries. A pioneer in the 3D software market since 1981, Dassault Systèmes develops and markets PLM application software and services that support industrial processes and 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 - SolidWorks for 3D mechanical design - DELMIA for virtual production - SIMULIA for virtual testing - ENOVIA for global collaborative lifecycle management, and 3DVIA for online 3D lifelike experiences. Dassault Systèmes' shares are listed on Euronext Paris (#13065, DSY.PA) and Dassault Systèmes' ADRs may be traded on the US Over-The-Counter (OTC) market (DASTY). For more information, visit <http://www.3ds.com>.

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