

FCA Selects Dassault Systèmes’ “Drive Emotion” Industry Solution Experience to Unify its Global Design Studios

Leading Global Automaker Will Use the 3DEXPERIENCE Platform for Vehicle Design to Combine Artistic Style and Surface Quality

VELIZY-VILLACOUBLAY, France — April 5, 2017 — [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 [FCA](#), the seventh-largest automaker in the world, has begun to deploy the “[Drive Emotion](#)” industry solution experience based on the 3DEXPERIENCE platform across its global design studios.

Using “Drive Emotion,” which leverages CATIA ICEM applications, design becomes an iterative process in which its global design team can collaborate in real time on the same virtual model using fully integrated applications to exchange design ideas.

A vehicle’s style creates an emotional connection with customers and becomes an important buying criterion for many. Successful design requires designers to harness this emotive power within the context of the broader customer experience and collaborate with different disciplines from aerodynamics to marketing to bring this holistic experience to life. During this design process, transferring or converting data between heterogeneous solutions to recreate surfaces and make adjustments increases cycle times and the risk of losing initial design intent.

“Drive Emotion” delivers a fully immersive, collaborative environment from a design’s initial sketch to its virtual validation. Designers can focus on being creative rather than on the technology to create data. Surfaces are developed in 3D, can be changed easily and rendered immediately, giving designers feedback in real time. Last-minute changes can be taken into account using capabilities to automatically generate or adjust surfaces from previous designs thus reducing the cost impact.

“We are proud to expand our partnership with FCA to unleash the creativity of their design studios around the world,” said Bernard Charlès, Vice Chairman & CEO, Dassault Systèmes. “With the 3DEXPERIENCE platform, FCA will virtually unite their teams to design and market spectacular and innovative mobility experiences for a new generation of customers. FCA will move from geometry and functional integration excellence to generative multi-physics design excellence.”

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

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 220,000 customers of all sizes, in all industries, in more than 140 countries. For more information, visit www.3ds.com.

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