



Jaguar Land Rover and Dassault Systèmes Agree New Strategic Partnership

Jaguar Land Rover to deploy Version 6 (V6) of Dassault Systèmes platform

Velizy, France, February 23, 2011 — [Jaguar Land Rover](#) and [Dassault Systèmes](#) (Euronext Paris: #13065, DSY.PA), a world leader in 3D and Product Lifecycle Management (PLM) solutions, have today entered a strategic partnership that formalises future cooperation and collaboration between the two companies.

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 which drives and controls all vehicle creation processes - to increase operational efficiency and reduce complexity through enhanced innovation and accelerated development capabilities.

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 programmes, 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 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 ENOVIA, CATIA, DELMIA, SIMULIA, and 3DVIA PLM 2.0.

Dassault Systèmes President and CEO Bernard Charlès commented: "The signing of this strategic cooperation contract will accelerate and reveal the power of collaborative innovation for intelligent vehicles. Integrating electronics and onboard software has become a critical element of differentiation for a great vehicle experience. PLM 2.0 with V6 can only provide such simplification and elevation to Lifelike PLM with rapid ROI."

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."

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About Jaguar Land Rover

Jaguar Land Rover is a business built around two iconic British car brands that designs, engineers and manufactures in the UK. With investment in product creation topping £1 billion a year, Jaguar Land Rover is at the centre of the UK automotive industry's drive to deliver technical innovation in all areas of vehicle development.

The Jaguar Land Rover business directly employs more than 18,000 people and supports approximately 130,000 jobs (through direct employment, dealers, suppliers and broader economy). Jaguar Land Rover exports annually generate almost £6 billion for the UK economy with 78 percent of Land Rovers exported to over 160 countries and 70 percent of Jaguars exported to over 60 countries.

Jaguar Cars Limited, founded in 1922, is one of the world's premier manufacturers of luxury saloons and sports cars. Since 1948 Land Rover has been manufacturing authentic 4x4s that define 'breadth of capability' in their segments. The Jaguar XF, XK and XJ models are manufactured at the company's Castle Bromwich plant in Birmingham. Land Rover's Defender, Discovery 4, Range Rover Sport and Range Rover models are all built at the Solihull plant. The Land Rover Freelander 2 is built at the Halewood plant in Liverpool.

About Dassault Systèmes

As a world leader in 3D and Product Lifecycle Management (PLM) solutions, Dassault Systèmes brings value to more than 130,000 customers in 80 countries. A pioneer in the 3D software market since 1981, Dassault Systèmes applications 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. For more information, visit <http://www.3ds.com>.

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