



PRESS RELEASE
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TASS joins forces with ESTECO

Partnership set to accelerate automotive component innovation and improve vehicle safety

TNO Automotive Safety Solutions (TASS) has announced a new partnership with ESTECO, a world leader in optimisation and integration software.

This strategic move by two global leaders in the fields of automotive safety and design optimisation technology will result in the marriage of key technologies and a more efficient and effective process for producing automotive safety products. The purpose of the relationship is to improve the methodology of both the design and analysis of occupant protection systems. By coupling the sophisticated optimisation techniques in ESTECO's flagship product, modeFRONTIER, with MADYMO, TASS's state of the art simulation software, it will be possible for designers to develop more advanced designs of safety devices in vehicles.

The agreement between ESTECO and TASS involves both software distribution and coordinated development. The two companies will work together to provide the automotive community with the best possible integrated design solution for the occupant safety market.

Expressing his satisfaction with the new association ESTECO President Carlo Poloni said: "We are very pleased to be affiliated with TASS and believe it will prove to be a winning relationship not only for the companies involved, but for the global automotive safety industry. By combining simulation, optimisation and statistical analysis we can facilitate the development of products of a higher quality in different aspects of occupant safety, resulting in improved vehicle design and passenger protection from death and injury. Furthermore, we have coordinated a global agreement that will involve the skilled modeFRONTIER sales and support teams of ESTECO distributors, such as CDAJ in Japan, to provide customers with a specialised, local service."

John Cooper, CEO, TASS said: "TASS is delighted with the new partnership and to be working so closely with ESTECO. By combining forces we can assist with the development of ESTECO's

modeFRONTIER optimisation software, helping to provide designers and occupant safety engineers with a very effective tool for designing leading-edge automotive safety components.”

Cooper continues: “Optimisation software is only as accurate as the parameters and boundary conditions that drive it. This is where TASS can help. Through multiple simulated crash scenarios, MADYMO can provide automotive safety designers with a very fast and cost effective way of establishing a product’s performance parameters. Combining this with the optimisation and design of experiment (DOE) capabilities within modeFRONTIER will encourage the development of innovative, high-quality occupant restraint systems, which will ultimately help save lives.”

Note to editors

MADYMO is a software package that allows users to design and optimise occupant safety systems efficiently, quickly and cost-effectively. MADYMO is the worldwide standard for occupant safety analysis and simulation and it is used extensively in engineering departments, design studios, research laboratories and technical universities. It has proven itself in numerous applications, often supported by verification studies using experimental data.

With MADYMO, an occupant safety system can be thoroughly assessed and optimised early in its development cycle. Users therefore avoid the delays and costs involved in having to change a product late in its development. MADYMO also reduces the requirement for costly and time-consuming prototyping. As a result, production processes are drastically streamlined, and users can get their products to market more quickly.

About TASS

TASS, TNO Automotive Safety Solutions, provides software, engineering and test solutions to complex safety development issues. Building on over 30 years of crash test and vehicle safety experience, TASS offers a wide range of services and world-class products including MADYMO, the leading crash-test simulation solution.

The TASS mission is “To enhance transport safety by providing customer-focused solutions and innovative engineering tools to industry.” TASS delivers its solutions through a worldwide network of offices and laboratories allowing it to provide global solutions at a specialist local level.

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About ESTECO

ESTECO was created in 1999 to convert the tools created by its founders while working on FRONTIER, a European Union-sponsored project on Design Optimisation, into a successful commercial product. It took ESTECO only two years to deliver on its promise, turning an academic-based research product into a world-class, multi-objective optimisation software environment: modeFRONTIER. Since then, ESTECO's staff of experts in optimisation techniques, numerical analysis and information technology has been expanded to acquire new skills, positioning the company as ideal partners for engineering organisations looking to take full advantage of their human and computational resources.

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