

Racing motorcycles, simulation and optimization: Masao Furusawa and fellow experts discuss

On the 3rd of June, the day of the conferment of an honorary degree, the Yamaha guru will be among those speaking at the ESTECO Academy workshop open to students, researchers and engineers

Trieste (Italy), 13th May 2015 – **Racing motorcycles, and engineering simulation and optimization technologies** – that’ s the theme of the workshop and the guest of honor is the world’ s foremost expert in the field. On the **3rd of June**, in conjunction with the conferment of an **honorary degree to Masao Furusawa** by the University of Trieste, the **ex-Yamaha guru** will be among a group of experts speaking at the special event sponsored by **ESTECO** as part of its academic program and promoted in collaboration with the **University of Trieste**.

In recent decades, engineering software tools have become **an essential part of sports technology**, representing a fundamental resource for companies aiming to stay on top. **Masao Furusawa’ s long and successful tenure** at Yamaha as head engineer of MOTOGP has certainly proven this.

The workshop, an initiative of the **ESTECO Academy** program dedicated to university students, will kick off with an introduction given by **Enrico Nobile**, one of the founding partners of ESTECO and head of the Mechanical Engineering program at the University of Trieste. The event also includes a **panel of experts** who will deliver perspectives on the different aspects of motorcycle design. Among the confirmed speakers are **Andrea Friso** (Racing Operation Consultant) and **Diego Minen** from VI-Grade, a leading Italian-German provider of simulation system technologies that specializes in transportation.

The **afternoon agenda** starts at 3pm with the **conferment of an honorary degree** to Masao Furusawa. The Dean, **Maurizio Fermaglia**, will give a welcome speech followed by Carlo Poloni, President of ESTECO and Professor of Mechanical Engineering at the University of Trieste who will deliver the *laudatio*.

The **morning workshop**, open to professionals and fans alike, has been organized with engineering students and researchers in mind, especially those interested in applying analysis, simulation and optimization techniques in the arena of racing motorcycles and similar fields.

SAVE THE DATE

The event will be held on June 3rd from 10AM to 1 PM in the Aula Magna H3 of University of Trieste and will be followed by the ceremony awarding the honorary degree to Furusawa at 3 PM.

Participation to the workshop is free but registration is required

(www.estecom.com)

Participation to the ceremony is free and does not require any registration.

ESTECO SpA

ESTECO is a pioneer in numerical optimization solutions, specialized in the research and development of engineering software for all stages of the simulation-driven design process. Perfecting engineering and reducing complexity in the design process is our vision. Founded in 1999, the company is headquartered in Area Science Park in Trieste (Italy) and currently employs a variety of highly qualified professionals and serves more than 250 international clients including BMW, Daimler, Ferrari, FIAT, Ford Motor Company, Honda, Mazda, Toyota. modeFRONTIER, the company's key product, is a multidisciplinary and multiobjective optimization platform capable of streamlining the engineering process through innovative algorithms and integration with leading simulation software. In numerous industries, modeFRONTIER has become essential to increasing the understanding of cost/performance factors and reducing product development time.

www.esteco.com

###

MASAO FURUSAWA – BIOGRAFIA

MEDIA CONTACT | Carla Ferro | Communication & Press Office ESTECO SpA |

ferro@esteco.com

Masao Furusawa (1951) was born in Kyushu, an area of intellectuals, merchants and samurai and it is where he fell in love with science, history and karate. He joined Yamaha in 1974 and introduced values typical of the samurai culture like honour, respect, commitment, sacrifice and determination to the company.

He started studying numerical and experimental methodologies on vibrations, developing a modal analysis code widely that was adopted also by other companies. In 1980, he developed an orthogonal assembling structure for the motorcycle engine (adopted for the first time on a RD350LC) and in 1988 he became the head of the R&D department. Between 1992 and 1998 he was responsible for the design of snowmobiles, allowing Yamaha to reach a position of technological leadership through a series of patents.

In 2003, he became chief of the Technological Division of Yamaha Racing, which in that moment was going through a difficult period. He decided to reorganize the working system assuming also the responsibility for the YZR-M1 MotoGP project. One year later, Yamaha won the world championship with Valentino Rossi. From that project the new generation of M1 was born which Yamaha still uses today.

From 2005 to 2012 Furusawa was Executive Officer for Yamaha Motor Co. Ltd. After his retirement in 2010, he founded a consulting firm (F-MA Consulting Limited) and today continues his studies on vibrations and mechanics.