

SIMULATION TOOLS FOR RAPID INNOVATION IN VEHICLE ENGINEERING

THE AIM OF THE STRIVE (SIMULATION TOOLS FOR RAPID INNOVATION IN VEHICLE ENGINEERING) PROJECT IS TO FACILITATE A 'STEP CHANGE' IN UK AUTOMOTIVE MANUFACTURING, ENHANCING PRODUCT DESIGN TO SUPPORT IMPROVEMENTS IN MANUFACTURING PRODUCTIVITY WHILST RETAINING AND IMPROVING BUILD QUALITY.

STRIVE is developing an integrated solution of high fidelity simulation, immersive virtual prototypes and processes for evaluation and, ultimately, application for the advancement of the UK automotive industry and other advanced manufacturing sectors.

STRIVE tools will enable manufacturing teams to make decisions based on reality at very early stages in the development of a new model. The result will be significantly reduced timescales for the development of new vehicles and enhanced build quality.

The R&D programme, led by the Northwest Automotive Alliance (NAA), will combine next-generation technologies provided by Optis and DNAagile, along with technical integration and research expertise from the University of Liverpool's Virtual Engineering Centre.

Collectively, the partners are working with Bentley Motors to accelerate the development and engineering design of new automotive models.

For more information about how STRIVE tool sets can help your organisation to make a 'step change' in design for manufacture, please contact:

NORTHWEST AUTOMOTIVE ALLIANCE

ON 0151 728 3320 OR EMAIL INFO@NWAUTOALLIANCE.COM



PARTNERS

BENTLEY MOTORS LTD

Bentley is providing the test bed for STRIVE, allowing the project to take its emerging technology and integrate it into a real solution for business.

NORTHWEST AUTOMOTIVE ALLIANCE (NAA)

The NAA is the lead partner in STRIVE with responsibility for contract management, dissemination and the skills element.

VIRTUAL ENGINEERING CENTRE (UNIVERSITY OF LIVERPOOL)

VEC is the technical lead in STRIVE with responsibility for the technical project management and integration.

OPTIS

Optis is a key partner in STRIVE, offering physics-based simulation of products and their environments.

ICONA SOLUTIONS LTD (ACQUIRED BY OPTIS)

Icona Solutions, provider of software and expertise on perceived quality improvements, has now been acquired by Optis and operates under the Optis Pristine branding.

DNA AGILE

DNAagile is a key partner in STRIVE, providing cloud-based data capture and workflow systems to enable information to be shared across multiple platforms.

ADVANCED MANUFACTURING SUPPLY CHAIN INITIATIVE (AMSCI)

STRIVE has been awarded funding from the Advanced Manufacturing Supply Chain Initiative (AMSCI). AMSCI is funded by the Department for Business, Innovation & Skills (BIS) and is managed by Finance Birmingham on behalf of BIS.



STRIVE

**A STEP CHANGE IN UK
AUTOMOTIVE MANUFACTURING
STRIVE (SIMULATION TOOLS
FOR RAPID INNOVATION IN
VEHICLE ENGINEERING) IS AN
AMSCI-FUNDED PROJECT TO
CREATE A NEW DIGITAL
SUPPLY CHAIN FOR THE
UK AUTOMOTIVE SECTOR**

DEVELOPING AN INTEGRATED DIGITAL SUPPLY CHAIN

**INTERACTIVE
INTUITIVE
EXPLORATION OF
DESIGN SPACE
ENHANCES
UNDERSTANDING**

**INNOVATIVE
PHYSICS-BASED,
INTEGRATED
SIMULATION
SOFTWARE**

**COLLABORATIVE
INTEGRATION OF
DIFFERENT TOOL
SETS ENHANCES
FUNCTIONALITY**



**DECISIONS BASED
ON REALITY
EARLY STAGE
IDENTIFICATION OF
MANUFACTURING
ISSUES REDUCES
COST AND
PRODUCTION TIME**

**STEP CHANGE
SIGNIFICANT
REDUCTION
IN PRODUCT
DEVELOPMENT
TIME, INCREASED
COMPETITIVENESS**