

NEWS RELEASE

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Key milestone for Ricardo Strategic Consulting

Less than eight years following its launch, the management consulting organization of Ricardo plc has celebrated its 400th client engagement

Ricardo Strategic Consulting (RSC) was founded on the premise that sophisticated clients were seeking more from their consultants than traditional generalist firms could provide. The organization aimed to address this need by leveraging the talents and knowledge of its team of consultants with extensive multi-industry experience, together with the deep technical and innovative engineering skills and knowledge of the Ricardo group. So successful has RSC been in its mission that its portfolio of engagements is now diversified across an extremely broad range of service offerings. These include operational and technology due diligence, technology and market entry strategy development, product development effectiveness improvement, integrated cost reduction, high value problem resolution and supply chain optimization. The breadth of work covers the entire product lifecycle from upfront portfolio planning through to aftermarket, service and warranty management. Its global client list has expanded beyond the automotive and commercial sphere into other technology intensive industries including aerospace and industrial products where its advanced perspectives on product development processes are highly valued. In addition, RSC has expanded successfully into adjacent markets such as financial institutions, power generation and the rapidly expanding clean technology sector.

Commenting on the organization's 400th engagement, RSC global managing director Markus Doerr said:

“This is a significant achievement for Ricardo. The business momentum continues to accelerate as demand for our services has surged in the post-financial crisis era. Our clients come to us for help with some of their most serious challenges – seeking top line revenue growth, operational improvement, new product strategies or support with mergers and acquisitions. In just a few years we have taken Ricardo from the position of a relative newcomer in this space to one of the world's most respected technology-focused strategic consultancies. As the 400th engagement milestone amply demonstrates, our clients come back to us again and again to assist them with their most difficult business problems.”



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NOTES TO EDITORS:

Ricardo plc: With technical centres and offices in the UK, USA, Germany, the Czech Republic, France, Italy, Russia, China, Japan, India and Korea, Ricardo is a leading independent technology provider and strategic consultant to the world's transportation sector and clean energy industries. The company's engineering expertise ranges from vehicle systems integration, controls, electronics and software development, to the latest driveline and transmission systems and gasoline, diesel, hybrid and fuel cell powertrain technologies, as well as wind energy and tidal power systems. Ricardo is committed to excellence and industry leadership in people, technology and knowledge; approximately 70 percent of its employees are highly qualified multi-disciplined professional engineers and technicians. A public company, Ricardo plc posted sales of £178.8 million in financial year 2009 and is a constituent of the FTSE techMark 100 index – a group of innovative technology companies listed on the London Stock Exchange. For more information, visit www.ricardo.com.

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