

PRESS RELEASE



Ricardo plc
Shoreham Technical Centre,
Old Shoreham Road,
Shoreham-by-Sea,
West Sussex,
BN43 5FG, UK

9 February 2015

Ricardo aims to remove barriers to disruptive technologies in design and manufacturing

Ricardo Strategic Consulting wins ARPA-E award to collaborate with the United Technologies Research Center (UTRC) in a project to investigate the potential alleviation of investment based barriers to the adoption of promising disruptive technologies within the automotive industry

The traditional automotive business model of passenger car manufacturing requires significant investment in production processes, tooling and assembly equipment. Major automakers must make a return on their investment in production infrastructure, producing millions of similar consumer vehicles in order to achieve low unit costs. For this reason it is difficult for emerging companies with potentially promising disruptive technology solutions to gain commercial entry into the automotive market.

The Advanced Research Projects Agency-Energy (ARPA-E), the United States government agency focused on accelerating market readiness for transformational technologies, has awarded a grant to Ricardo Strategic Consulting that will enable the company to investigate automotive capital expenditure barriers in detail and explore how novel manufacturing methods could reduce these challenges. This work opens the possibility to a new era of innovative automotive products tailored to consumer needs, as well as potentially reducing the time taken for new vehicle technology to reach the consumer.



Ricardo plc

Shoreham Technical Centre,
Old Shoreham Road,
Shoreham-by-Sea,
West Sussex,
BN43 5FG, UK

Ricardo will collaborate with United Technologies Research Center (UTRC) to investigate alternative manufacturing methods from both a technical and economic perspective. To broaden the project's insight and viewpoint, Ricardo will also seek the input of industry stakeholders including representatives of academia, traditional automotive manufacturers, and new market entrants. The study is aimed for completion in late 2015, and the findings will be publically available.

"Making significant reductions to the required investments for car manufacturing could transform the automotive industry and enable a new generation of more affordable, and innovative cars, customized to the consumer's specific needs," says VP of Ricardo Strategic Consulting, Marc Wiseman. "Ricardo is extremely pleased to have been given the opportunity to perform this study through the grant from ARPA-E."

Ends



Ricardo plc

Shoreham Technical Centre,
Old Shoreham Road,
Shoreham-by-Sea,
West Sussex,
BN43 5FG, UK

NOTES TO EDITORS:

ARPA-E is an innovative and collaborative United States government agency that brings together scientists, engineers and entrepreneurs to catalyze transformational technologies to accelerate market readiness, and accelerate the pace of innovation for a more secure and affordable American future. arpa-e.energy.gov

United Technologies Research Center delivers advanced technologies to the businesses of United Technologies Corp. – industry leaders in high technology products and services for the building and aerospace industries – to improve the performance, energy efficiency and cost of UTC products and processes. UTRC also partners with UTC business units and external research organizations to expand the boundaries of science and technology through research and innovation, delivering technology options that meet and anticipate the needs of the marketplace. Celebrating its 85th year, UTRC is headquartered in East Hartford, Connecticut, with research and development subsidiaries in Shanghai, China, and Cork, Ireland and an affiliate in Berkeley, California. Find out what it means to Be Curious at www.utrc.utc.com.

Ricardo plc is a global, world-class, multi-industry consultancy for engineering, technology, project innovation and strategy. Our people are committed to providing outstanding value through quality engineering solutions focused on high efficiency, low emission, class-leading product innovation and robust strategic implementation. With almost a century of delivering value through technology, our client list includes the world's major transportation original equipment manufacturers, supply chain organizations, energy companies, financial institutions and governments. Guided by our corporate values of respect, integrity, creativity & innovation and passion, we enable our customers to achieve sustainable growth and commercial success. Ricardo, Inc. is the US subsidiary of Ricardo plc. For more information, visit www.ricardo.com.

Media contacts:

Kellie Treppa
Director – marketing & communications, Ricardo, Inc.
Tel. +1 (734) 394-3826
E-mail: kellie.treppa@ricardo.com

Anthony Smith
Ricardo Media Office
Tel: +44 (0)1273 382710
E-mail: media@ricardo.com