

# PRESS RELEASE



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## Ricardo to appoint executive to drive business growth in California

***Ricardo will appoint Paul Rivera to Executive VP for Ricardo Inc. to lead the Ricardo Santa Clara Technical Center as a focus for the company's vehicle emissions treatment, connected, hybrid and ZEV vehicle engineering, strategic and environmental consulting services in Silicon Valley***

**Van Buren Township, Mich. March 26, 2015** – Ricardo plc is pleased to announce Paul Rivera will be appointed executive vice president for Ricardo Inc., with direct responsibility for leading the company's Santa Clara Technical Center, located in California's Silicon Valley. He will lead the strategy to further develop Ricardo California into a world-class technology center focused on emissions after-treatment and catalysis for conventional combustion engines, and hybrid powertrain, electronic module, fuel cell systems, and connected and autonomous vehicle design, development, integration and testing. In addition, the expanded technical facility will increasingly focus on environmental consulting through collaboration with Ricardo AEA and Ricardo Strategic Consulting.

"The San Francisco Bay Area and Silicon Valley is one of the most innovative regions in the world, hosting many existing and potential clients that require engineering support to meet or exceed emissions targets, or to smoothly integrate their advanced technology into next generation of transportation and mobility products", says Clive Wotton, president of Ricardo Inc. "With our broad set of skills, including those of Ricardo Strategic Consulting, we are also able to assist venture capital and private equity groups in developing technology roadmaps and supply chain strategies, or to carry out technology-focused due diligence assignments and evaluate technologies, businesses and innovations for potential funding."

The multitude of environmental and regulatory authorities in this region are leaders in policy related to sustainability. With Ricardo-AEA's long track record of providing policy support work in the US, its new focus of activity at the Santa Clara Technical Center will provide an ideal location



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from which it can provide its strong capabilities in sustainable transport, climate change, and air quality. Similarly with Silicon Valley's reputation as a hotbed for automotive technology development and emerging mobility business models based on electronics and software innovations, the focus of engineering, technical and strategic consulting activities at Santa Clara will also enable Ricardo to provide a better and more responsive service to both existing and new clients, from traditional automotive players to new entrants and financial investors.

Since joining Ricardo in 2011 Paul Rivera most recently held the position of managing director of Ricardo Europe's hybrid and electric systems business and global product director for the technologies as well. He has worked for over twenty years in the alternative and advanced propulsion technology arena. A former board member of CALSTART with extensive experience of the electronics, sustainable transport and renewable energy industries, he is originally from California and ideally placed to spearhead Ricardo's development in this part of the US. "I am extremely honored to be given responsibility for this key Ricardo technical facility in one of the most vibrant locations in the United States – and arguably the world – for technology development and product innovation," commented Paul Rivera. "I look forward to expanding our business in California, to provide clean technology solutions and expert environmental and strategic consulting advice."

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