

PRESS RELEASE



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Ricardo, Inc.
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USA

Ricardo and A2Mac1 renew partnership to expand benchmarking and competitive analysis

Ricardo Strategic Consulting and A2Mac1 today announced they will renew their trailblazing partnership providing crucial benchmarking and competitive analysis of electric and plug-in hybrid vehicles

Since 2011, Ricardo Strategic Consulting and A2Mac1 have partnered to develop innovative benchmarking services, including the first ever web-based electric and hybrid electric vehicle (EV & HEV) benchmarking and competitive analysis online database, EV/Hybrid Analysis. Coupling Ricardo's significant work in the EV/HEV sector with A2Mac1 - the industry's most recognized provider of web-accessible automotive benchmarking services - this unique toolset supports both companies' efforts to deliver innovative, high-value services to the global automotive industry.

"We are delighted to continue our long-standing partnership with the A2Mac1," said Derek Schlonsky, president of Ricardo Strategic Consulting. "We have built a collaborative and successful relationship with their team, and consider A2Mac1 a key and valued partner within Ricardo's benchmarking services. We look forward to continuing to provide subscribers with customizable electrified vehicle insights that can be used to support their competitive intelligence requirements."

Benchmarking and competitive analysis have become essential to success in an increasingly global competitive market place. Ricardo and A2Mac1 deliver essential intelligence on the current state-of-the-art electric drive systems for every stage of the product lifecycle from the early target definitions to the final technical analyses. Users



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of EV/Hybrid Analysis are given a profound look into the design and value chain strategies employed by manufactures of today's most advanced electric vehicles.

“Electric propulsion technology is developing at a rapid pace which requires comprehensive benchmarking and engineering analysis to distinguish between the current state-of-the-art and innovative new frontiers,” said Jason Schug, VP of Ricardo Strategic Consulting.

To date, Ricardo and A2Mac1 have completed the teardown and benchmarking of over 20 electric and hybrid vehicles. Their continued partnership will allow the addition of new vehicles to their subscription service to keep clients at the forefront of technical and strategic competitiveness. Five vehicles were added to the service in 2017, including the Chevrolet Bolt. Under this new agreement five more vehicles will be added in the coming twelve months.

“Ricardo has been a great collaborator to A2Mac1 for the past six years. We are excited to extend this partnership.” Said Benoit Singher, General Manager of A2Mac1, LLC.

For more information about Ricardo's benchmarking products and services visit https://estore.ricardo.com/shop/xev_benchmarking_database

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NOTES TO EDITORS:

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 a century of delivering excellence and 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 is listed in the FTSE4Good Index, which identifies global companies that demonstrate strong environmental, social and governance (ESG) practices. Ricardo, Inc. is the US subsidiary of Ricardo plc. For more information, visit www.ricardo.com.

Ricardo Strategic Consulting (RSC) is one of the world's leading management consultancies serving the automotive & transportation industries. RSC offers a comprehensive portfolio of management consulting services, advising global leaders on high-impact global strategic issues and solving operational problems at every stage of the value chain. Our capabilities include services in the following service lines: design optimization and cost reduction, technology strategy, mergers and acquisitions, growth strategy, market intelligence, operations strategy, organizational management, procurement strategy, new product development, and sales and marketing.

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