

# PRESS RELEASE



**Ricardo, Inc.**  
Detroit Technology Campus  
40000 Ricardo Drive  
Van Buren Township, MI  
48111  
USA

26 July 2017

## **Ricardo Strategic Consulting celebrates its 15th year of business**

**Ricardo Strategic Consulting (RSC) – one of the world’s leading management consultancies serving the automotive, transportation and energy sectors – is celebrating its 15th birthday this year**

“Everyone at RSC has played an important role in bringing us to where we are today,” said Derek Schlonsky, president, RSC North America. “Our consulting, operations, and management teams have never been stronger. In 2017 for the second consecutive year, we secured the Forbes Award as one of America’s leading management consulting firms for the automotive sector. We are also fortunate to have been recognized twice as a Ford “Gold” World Excellence Award recipient – the only strategic consulting firm to win this award – and twice by Finance Monthly as their Consulting Firm of the Year. We have a great team focused on both delivering value for our clients and presenting a compelling value proposition in the markets we serve.”

RSC is part of Ricardo plc, a leading provider of engineering solutions with more than 100 years of engineering and consulting experience serving the world's automotive, transport and energy industries. RSC was formed in 2002, when Ricardo identified the need for the company to provide a strategic perspective to its services. On its formation, RSC had only 10 employees based solely in the UK. Today, with offices in 6 countries globally, RSC is aggressively expanding to stay at the forefront of technological and business innovation, serving clients around the world.

During this period of major growth, RSC’s mission has remained the same: addressing high-impact strategic and tactical issues around the globe that represent the most



significant challenges of industry. To date, RSC has worked with major automotive and transportation companies including Airbus, BMW, Daimler, Fiat Chrysler Automotive, Ford, GM, Toyota, and Volkswagen Group, delivering strategic solutions, knowledge leadership, and unprecedented results.

**Ricardo, Inc.**  
Detroit Technology Campus  
40000 Ricardo Drive  
Van Buren Township, MI  
48111  
USA

In celebration of embarking on its 15th year of business, RSC is aggressively pursuing a refreshed marketing strategy that reflects the company's future strategic direction, mission, and goals. Included is an updated company website (to be unveiled in the coming months), enhanced social media presence, as well as an updated careers webpage that has already been launched. RSC will also be executing several promotional and informational initiatives throughout this year in support of the 15th anniversary, including webinars and eblasts.

"Ricardo Strategic Consulting has been on a transformational journey since we launched in 2002," said Markus Doerr, RSC global managing director. "RSC has historically delivered projects covering the entire automotive value chain from vehicle development and manufacturing to new vehicle sales, after sales and parts, and financial services. Our vision moving forward is to continue providing value in these areas, while also delivering sustainable future and electrical vehicle strategies within the automotive and transportation sectors. As such we are working hard to refresh our brand to reflect our global presence and the next era of success for our company."

Ends



## 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](http://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: market research, market growth, operations, procurement, design optimization, mergers and acquisitions, sales and marketing, organizational transformation, and product development.

## Media contacts:

David McShane  
Ricardo, Inc.  
Tel. +1 (734) 272 7383  
E-mail: [david.mcshane@ricardo.com](mailto:david.mcshane@ricardo.com)

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

## Ricardo, Inc.

Detroit Technology Campus  
40000 Ricardo Drive  
Van Buren Township, MI  
48111  
USA