



Press Release

July 13, 2020

Advanced Mobility Products partners with MSC Software to deliver comprehensive mobility design and engineering solutions in Canada

Advanced Mobility Products Inc. (AMP) has today announced a new partnership with MSC Software, a global leader in Computer-Aided Engineering (CAE) simulation software and services. Under the agreement, AMP will resell and support the majority of MSC software portfolio products.

MSC Software's extensive portfolio is used to create, test, and perfect every aspect of product development in simulation from material design to structures, acoustics and fluid dynamics, through manufacturing process design and fatigue analysis. For mobility product engineering this includes renowned tools such as Adams for vehicle dynamics; MSC Apex, MSC Nastran and Marc for structures; Actran and Cradle CFD for acoustic and aerodynamics analyses; and CAEfatigue for fatigue prediction.

These design engineering tools are complemented by materials modelling, manufacturing and costing products that enable companies to perform virtual testing and manufacturing to reduce "build, test and redesign" cycles and develop products faster and more cost effectively. AMP customers can now access whichever tools they need to complete a bid or project through the MSC One token-based license platform. A single agreement provides engineering teams immediate access to any tool without the complexity, risk, or cost of licensing individual software.

V-Bond, P. Eng – President of AMP, says "I am excited to partner with MSC as they are an industry leader with highly reliable predictive engineering tools. Their cost-effective licensing enable customers to access a broad range of specialized engineering solutions under a single token system and use virtual product development to become more sustainable, innovative, and competitive across many industries."

Tom Downey, VP of Americas, MSC Software commented: "Mobility is a growing and fast-developing space, whether the goal is increased autonomy, mobility service platforms or electrification. AMP has a great deal of expertise in this area and its customers in Canada will benefit from more comprehensive design and engineering solutions – coupled with the local support to use our tools to best effect."

MSC Software complements AMP's existing partner [Romax Technology](#), which provides software for the design, analysis and optimisation of transmissions and drivelines. Both companies are part of Hexagon's Manufacturing Intelligence division. This strategic partnership will enable Canadian customers in a variety of industries to access MSC Software's diverse software solutions with the benefit of local expertise, services and training.

Companies requesting information on MSC Software can contact V-Bond Lee at vlee@advancedmobilityproducts.com or call 289-926-7049.



About AMP

AMP is a proud Canadian engineering and consulting firm dedicated to sustainable electrification and novel engineering solutions (www.advancedmobilityproducts.com). AMP engineers bring over 30 years of experience in various industries including aerospace, automotive, e-mobility and power / infrastructure. AMP services customers in North America, Europe and Asia including aerospace, automotive and gear design companies.

AMP thrives on supporting customers with high fidelity solutions to complex issues. Bringing creativity and unique solutions to offer competitive advantages.

About Hexagon | MSC Software

Hexagon is a global leader in sensor, software and autonomous solutions. We are putting data to work to boost efficiency, productivity, and quality across industrial, manufacturing, infrastructure, safety, and mobility applications.

Our technologies are shaping urban and production ecosystems to become increasingly connected and autonomous – ensuring a scalable, sustainable future.

MSC Software, part of Hexagon’s Manufacturing Intelligence division, is one of the ten original software companies and a global leader in helping product manufacturers to advance their engineering methods with simulation software and services. Learn more at mscsoftware.com. Hexagon’s Manufacturing Intelligence division provides solutions that utilise data from design and engineering, production and metrology to make manufacturing smarter.

Learn more about Hexagon (Nasdaq Stockholm: HEXA B) at hexagon.com and follow us [@HexagonAB](https://twitter.com/HexagonAB).