

Romax Technology sets to electrify Canada through Advanced Mobility Products Inc. partnership

April 2019

Romax Technology Limited is proud to partner with Advanced Mobility Products Inc. (AMP), a Canadian owned and operated consulting firm dedicated to sustainable electrification and engineering solutions, to be a sole reseller for Romax's software and services solutions in Canada.

The newly formed partnership is founded on matching philosophies about the development of highly efficient powertrains, rotating machinery, and electrified propulsion. AMP is very excited to bring the suite of Romax software on board, especially at a time when efficiency, sound quality and power density are so important to the development of world-class electrified powertrains. The Romax software suite provides an exceptional degree of flexibility coupled with analytical fidelity and the exciting launch of the new R19 software suite will further enhance its position as the global leader in drive system simulation.

Chris Baker, Romax's VP of the Americas, says, "We are excited about the opportunity to collaborate with the AMP team, and are confident that this partnership will yield greater awareness of the Romax brand in Canada, along with a higher service level for customers in that country. AMP's rich expertise in shared strategic domains lends itself nicely to collaboration on many levels. At Romax, we are very proud

Mirelle Ball, Corporate Communications
Manager,
Romax Technology
Mirelle.ball@romaxtech.com



PRESS RELEASE

of our 100+ partners, and AMP is a very welcome addition, the perfect partner to lead our growth in the Canadian market.”

Mirelle Ball, Corporate Communications
Manager,
Romax Technology
Mirelle.ball@romaxtech.com

V-Bond Lee, P. Eng. Says, “As the owner of AMP and with over 30 years of engineering experience, I am very excited to represent and support Romax software in Canada, as it offers a complete suite of user-friendly engineering simulation tools for developing innovative propulsion solutions. Romax Technology has consistently demonstrated outstanding global leadership and professionalism in line with AMP’s values.”

The strategic partnership will allow customers to access Romax solutions across various industries in Canada. Key sectors that will be particularly attracted to the solutions include automotive, mining, aerospace, academia, government, and infrastructure. In addition, AMP will be supporting the Americas region with application engineering.

Canadian companies requesting information about Romax Technology’s software and/or services can contact V-Bond Lee at vlee@advancedmobilityproducts.com or call 289-926-7049.

For more information please go to: www.romaxtech.com.

Romax Technology Limited

For over 30 years, Romax Technology has been a global provider of software and services for the design, analysis and optimisation of transmissions and drivelines for the automotive, aerospace, renewable, bearings, off road, rail and marine sectors.

Romax has over 300 customers worldwide, including many OEMs across the transport and wind industries. It has won several industry awards, recent awards include; Finalist in 2018 Go Tech Awards, 2017 EY Midlands Entrepreneur of the Year International Award, the Institute of Engineering and Technology 2016 award for Model Based Engineering, with its



innovative submission for holistic electro-mechanical drivetrain design simulation product (from concept to production). In addition to the British Engineering Excellence Awards for Consultancy of the Year and overall Grand Prix winner 2014.

Romax is headquartered in Nottingham, United Kingdom and operates through 12 offices globally. For more information, visit www.romaxtech.com.

PRESS RELEASE

Mirelle Ball, Corporate Communications
Manager,
Romax Technology
Mirelle.ball@romaxtech.com