



**For Immediate Release**

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## **EASi partners with Mechanical Simulation Corporation (MSC)**

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Bangalore, India – Feb 16, 2009 – EASi is pleased to announce that it has partnered with Mechanical Simulation Corporation ([www.carsim.com](http://www.carsim.com)) of Ann Arbor, Michigan to promote and distribute their software products in India. These products include CarSim, TruckSim, and BikeSim, each providing specific mathematical models and analytical features used by OEM's and component suppliers to simulate the effects of driver and environmental inputs on the dynamic performance of vehicles. SuspensionSim is a related product that simulates the kinematic behavior of vehicle suspension systems.

These system-level vehicle simulation tools contain highly efficient custom math models, and are being used at over 30 car and truck OEMs, over 60 supplier companies, and over 160 universities and research labs.

"These analytical tools will play an increasingly critical role in vehicle development as the industry expands into the applications of active safety and connected vehicle technologies" says EASi's President Prakash "Krish" Krishnaswamy.



*CarSim simulates and animates dynamic characteristics of cars, utility vehicles, and racecars.*

These analytical products also have considerable potential in emerging countries like India and China where vehicle manufacturers are attempting to meet world-class standards for vehicle handling. They feature an exceptionally easy-to-use graphical user interface that minimizes the time needed for beginners to start using the software, and for advanced users to easily get meaningful results during vehicle development or improvements.

All Mechanical Simulation products have uses in the automotive, truck and related industries where optimal motion and dynamic handling performance are required.

### **About EASi**

Founded in 1981, EASi is a global engineering firm that services the North American, European, and Asian markets. We are a trusted global engineering partner to our customers. We enable our customers to realize the benefits of globalization using our global engineering expertise, best-in-class recruiting capabilities and knowledge management framework. For more information visit <http://www.easi.com> or send an email to [info@easi.com](mailto:info@easi.com).

### **About Mechanical Simulation**

Mechanical Simulation Corporation is a world leader in the development and distribution of advanced software used to simulate vehicle performance under a wide variety of conditions. Founded by Dr. Mike Sayers and Dr. Tom Gillespie in 1996, its Ann Arbor, Michigan headquarters provides car, truck and motorcycle simulation packages, training and ongoing support to more than 30 OEMs, over 60 Tier 1 suppliers and more than 160 universities and government research groups worldwide.

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