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For Immediate Release

EASi presents at the 2008 SAE World Congress

Madison Heights, MI, USA – April 9, 2008 – Raviraju Chilukuri, Engineering Services Manager at EASi, presented at the 2008 SAE World Congress' panel discussion on "Computer Aided Engineering (CAE) applications in Automotive Interiors".

This technical discussion focused on methods for Computer Aided Engineering (CAE) evaluation of interior and plastic trim components for crashworthiness, durability and comfort. The panel was represented by technical and business leadership from OEMs, Tier-1, material suppliers, testing providers, CAE consultants and CAE software companies.



Experts from OEM's started the discussion by presenting the OEM perspective on the technical and business drivers governing the application of CAE evaluation techniques in Interiors. "The main advantage of CAE is not monitoring targets but solving complex problems" explained Ebberhard Kreppold, from BMW. Jay Kumblekere, Kal Bharatram and Sukhbir Bikhu, from GM, Ford and Chrysler respectively, explained how the changes in sourcing strategy, shortening of program timing and cost drivers are increasing the demand a more up-front application of CAE tools along with the necessity to improve the accuracy and reliability of the results.

Inadequate understanding of "high strain rate" plastic material models, limitations of "metal" centric CAE software tools and lack of standard methods for representing typical fasteners and attachments emerged among the key challenges facing the Interiors CAE community. Stephen Pitroff, of Delphi/ Inteva, explained the need for a joint industry effort to collaboratively address these challenges.

"This is a great forum to share ideas and foster innovation" said Raviraju Chilukuri, "I feel honored to have the opportunity to share the stage with experts from the complete cross-section of this industry".

About EASi

Founded in 1981, EASi is a global engineering firm that services the US, UK, Germany, Japan and India markets. We are a trusted global engineering partner to our customers. We enable our customers realize varied benefits of globalization using our global engineering expertise, best-in-class recruiting capabilities and knowledge management framework.

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