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FOR IMMEDIATE RELEASE

System Modeling, Simulation, and Design Exploration

East Lansing, MI and Van Buren Township, MI (April 10, 2013) – Ricardo Software and Red Cedar Technology (RCT) announced a partnership today whereby Ricardo will embed the industry-leading design system exploration technology from RCT into their new vehicle driveline system modeling & simulation tool, called IGNITE.

“The key objective of creating high-fidelity system models is to be able to explore innovative design concepts and push the envelope of performance. The Design Space Exploration (DSE) technology from RCT was a perfect fit for our product,” stated David Higbie, Global Director of Ricardo Software. *“We wanted design exploration capabilities that were both powerful and very easy to deploy. RCT provided that.”*

Ricardo Software plans to make the new design optimization capability available in every copy of IGNITE, beginning with the first commercial release, scheduled for Q3 2013. This capability will allow engineers to quickly identify design variables and constraints, select quantities to minimize or maximize, and easily find optimal designs and design sensitivities.

About Red Cedar Technology

Red Cedar Technology improves and accelerates design processes for companies facing complex product design challenges. Our design optimization software and services provide engineers with the expertise and technology to reduce product development time and achieve significant productivity gains during the design process. Product development teams worldwide use our expertise to design safer cars, engineer life-saving biomedical devices, and develop innovative structures for air travel and space exploration, among many other groundbreaking applications. For more information, visit <http://www.redcedartech.com>, email info@redcedartech.com, or call (517) 664-1137.

About Ricardo Software

Ricardo Software markets and supports a wide range of CAE analysis software products developed specifically for application during powertrain development and vehicle integration processes. Ricardo

Software is a division of Ricardo plc, a global, world-class, multi-industry consultancy for engineering, technology, project innovation and strategy. With almost a century of delivering value, Ricardo plc employs over 2300 professional engineers, consultants and staff. Guided by our corporate values of respect, integrity, creativity & innovation and passion, we enable our customers to achieve sustainable growth and commercial success. For more information, please visit www.ricardo.com/software, or email rs_sales@ricardo.com.