

Ricardo plc

Shoreham Technical Centre, Old Shoreham Road, Shoreham-by-Sea, West Sussex, BN43 5FG, UK

Tel: +44 (0)1273 455 611 • Fax: +44 (0)1273 794 556 • Web: www.ricardo.com • Registered in England: 222915

PRESS RELEASE

12 November 2020

New initiative to demonstrate advanced steel architectures for future mobility

WorldAutoSteel, the automotive group of the World Steel Association, has today announced a new vehicle engineering programme, Steel E-Motive, to demonstrate the benefits of steel for global Mobility as a Service (MaaS) based on fully connected and autonomous electric vehicles

WorldAutoSteel has partnered with Ricardo to develop the virtual vehicle concepts. Ricardo was selected for its well-known reputation for innovation, its demonstrated knowledge of vehicle electrification and its commitment to sustainable transportation.

“Steel E-Motive follows a long history of steel industry collaboration and commitment to support the evolution of vehicle design and use,” said Cees ten Broek, director, WorldAutoSteel. “With a vast portfolio of Advanced High-Strength Steels and steel technologies from which to draw, we envision that Steel E-Motive will deliver new, exciting ideas for steel vehicle architectures that will shape the future of sustainable mobility.”

Steve Dyke, Ricardo MD for Automotive and Industrial EMEA said: “Ricardo is the trusted engineering services provider to the world’s best-known vehicle manufacturers, so we feel privileged that the WorldAutoSteel team has entrusted its Steel E-Motive



programme to us. We believe that our class-leading decarbonised and clean transport solutions supported by innovative technology will make Steel E-Motive a game changer for sustainable mobility.”

WorldAutoSteel and Ricardo will communicate on progress regularly, showcasing results and innovation as the programme progresses, with final concept designs for the full vehicle revealed in late 2022. For up-to-date information on the Steel E-Motive programme, visit www.steelemotive.world and subscribe for news alerts.

Ends



NOTES TO EDITORS:

Ricardo plc is a global, world-class, multi-industry consultancy for engineering, technology, project innovation and strategy. Our people are committed to providing outstanding value through quality engineering solutions focused on high efficiency, low emission, class-leading product innovation and robust strategic implementation. With a century of delivering excellence and value through technology, our client list includes the world's major transportation original equipment manufacturers, supply chain organizations, energy companies, financial institutions and governments. Guided by our corporate values of respect, integrity, creativity & innovation and passion, we enable our customers to achieve sustainable growth and commercial success. Ricardo is listed in the FTSE4Good Index, which identifies global companies that demonstrate strong environmental, social and governance (ESG) practices. For more information, visit www.ricardo.com.

WorldAutoSteel, the automotive group of the World Steel Association, is comprised of 22 major global steel producers from around the world. Our mission is to advance and communicate steel's unique ability to meet the automotive industry's needs and challenges in a sustainable and environmentally responsible way. Steel E-Motive follows a long history of steel industry collaborations to demonstrate new AHSS applications for automotive structures. The UltraLight Family of Research, which began with the first industry collaboration of its kind in the world, the UltraLight Steel Auto Body (ULSAB), as well as the most recent program, FutureSteelVehicle, are noted for their contributions in helping automakers apply AHSS to achieve lightweighting, performance improvement and crash safety goals. Visit www.worldautosteel.org to learn more.

Media contacts

Ricardo:

Louise Wilson, Global Head of Marketing and Communications
Ricardo Automotive & Industrial EMEA
E: Louise.Wilson@ricardo.com
T: +44 (0)1273 794582

Anthony Smith
Ricardo Media Office
Tel: +44 (0)1273 382710
Email: media@ricardo.com

WorldAutoSteel:

Kathleen Hickey, Communications Director
WorldAutoSteel
E: khickey@worldautosteel.org
T: +1 734 905 0062