

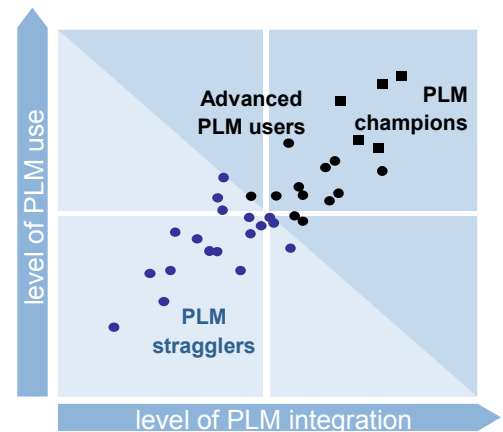


The Motorsport Benefits of Product Lifecycle Management Study

- Check your position “On The Grid” of Motorsport Industry companies -

Motorsport is the world’s most dynamic and exciting industry. The ultimate objective of course, being first past the chequered-flag on race-day. For those companies that create racing products, success as a business, as well as on the track, is determined by the skills of their engineers and the effective implementation of information technology and business processes.

Does your company have an optimised process for developing your racing products? Are you realising the return on investment of your computer-aided design system? Do your methods for working with partners, customers and suppliers drive effective collaboration? Can your engineers innovate quickly and effectively? These questions amongst others are addressed by this study to develop a unique understanding of the critical factors determining the success of Motorsport Industry companies.



Product Lifecycle Management (PLM) helps design, build and maintain products, and improve design and product innovation processes, while potentially reducing costs, improving product performance, increasing quality and shortening development cycles. For the past 4 years IBM has been conducting a European wide study of the benefits that the automotive industry has achieved through the implementation of PLM software and business processes. The study, conducted in association with universities such as Cranfield in the UK and Bochum in Germany, has benefited over 30 participants in understanding the impact that a PLM implementation can have on engineering and business performance.

The Objectives of the Motorsport Benefits of PLM Study

- Establishing the actual state of PLM use and its integration in the motorsport industry.
- Identifying the currently achieved benefits of PLM.
- Analysing the impact of PLM on the company’s overall performance.
- Identifying the company’s requirements for “extended enterprise” collaboration.

Value for Participating Companies:

- Benchmarking individual company's PLM status and performance related to peers and competitors.
- Understanding the influence of PLM on the company's goals and critical success factors.
- Insights into the most advanced PLM implementer's trends and strategies (Industry Best Practices).
- Assistance in identifying the requirements for collaboration with customers and suppliers.
- The data shared by participants will be fully confidential and will NOT be shared with any external entities at any stage (including in the final report and feedback sessions, etc).

Time Frame for the Study:

- The Study will begin in October 2007 and will be completed by January 2008.
- The findings will be shared by February 2008.

Participant investment:

- No financial investment is required from the participants.
- Two hours to complete a questionnaire & participate in an interview (one or two members per company).

Study Deliverables:

- A general report to present the findings of the whole Motorsport Industry.
- A company specific report with 2 hour presentation to discuss the findings of the study.

We plan to host an evening event on the 10th of October in Warwick to explain more about the objectives, and to share some of the findings from our study for the past 4 years. You are invited to attend this event prior to signing up to the Motorsport Benefits of PLM study. Please contact one of the following representatives to express your interest. We will send you further details of the evening event in due course:

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