

2004-09-30

## Opticore Selected by Major Automotive Makers in India

Gothenburg, September 30, 2004

Opticore today announce that several automotive and vehicle makers in India have selected Opticore's state-of-the-art real-time visualization solution. New customers include:

- Tata Motors ([www.tatamotors.com](http://www.tatamotors.com)), India's premium automotive maker and the first company in the Indian engineering sector to list on the NYSE – the New York Stock Exchange.
- Mahindra ([www.mahindra.com](http://www.mahindra.com)), India's largest maker of SUV and utility vehicles.
- Bajaj Auto ([www.bajajauto.com](http://www.bajajauto.com)), one of India's most prominent vehicle manufacturers with annual sales exceeding 1.5 million units.

There is a strong commitment within the manufacturing industry to reduce the time to market and Opticore's technology has proven to be a critical component towards achieving this goal. By being able to visualize and interactively communicate design proposals more early and more accurately, significant amount of time is being saved.

"The fact that several new customers choose Opticore's solutions for design visualization clearly illustrates Opticore's strong market position and the superior value we are able to deliver", says Pontus Appelqvist, Asia Regional Director, Opticore. "Aside from state-of-the-art real-time rendering quality, Opticore products excel in ease-of-use and a truly process-oriented solution. With more than 200 customers world-wide, we are very proud to now also enter into the Indian market and include several new manufacturing companies as our clients. "

### About Opticore

Opticore ([www.opticore.com](http://www.opticore.com)) is the world's leading developer of 3D real-time software for interactive product visualization. Leading manufacturing companies such as Audi, Ford, Volvo, SAAB, Nokia, SonyEricsson, Italdesign, Honda, Daihatsu, and Mitsubishi and many more are successfully using Opticore software based applications in automotive- and industrial design development. Opticore is a privately held company with its corporate headquarters in Gothenburg, Sweden, and subsidiaries in Detroit, USA and Tokyo, Japan. Opticore has worldwide distribution via a network of resellers and sales offices located in North America, Europe, and Asia.

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