



## Zuken Opens Global Automotive and Transportation Competence Center in Erlangen, Germany

*Business Director appointed to drive expansion*

5 August 2014 – Yokohama, Japan; Munich, Germany and Westford, MA, USA – Zuken, a global leader in electrical and electronic design automation software, announces plans to extend its global competencies in transportation and to provide electronic architecture and wiring harness tools to meet the future challenges of OEMs and their suppliers.

This expansion will be underpinned by a new technology competence center for transportation in Erlangen, a well-known research and electronics hotspot in Germany. Located within the fertile technology environment of the IGZ Innovation and Incubation Center it comprises an established team, several members of which have more than 12 years' experience in automotive electrical/electronic engineering.

Reinhold Blank has been appointed Business Director Automotive. He is a member of the center's management team drawn from Japan, Germany and the U.S. Blank is responsible for spearheading the development of dedicated solutions for automotive, special vehicles and the wider transportation market. This will be enabled by an exchange of expertise between Zuken's technical experts in established automotive and transportation bases across Asia, Europe and the U.S.

Zuken is recognized as an industry leader in cabling and wire harness software through its Cabling Designer, [E<sup>3</sup>.series](#) and [E<sup>3</sup>.EDM](#) solutions. The newly-released E<sup>3</sup>.EDM is the industry-first data management solution for native engineering project data and libraries. In addition, Zuken supplies EDA software to companies who claim almost half of the market share in the automotive electronics sector – a sector worth an estimated \$44.8 billion in 2013. Many tier 1 suppliers use Zuken's electronic design solution CR-8000 for ECU development.

Gerhard Lipski, Zuken Europe General Manager, said: "Zuken has a long pedigree within the transportation sector and our electrical and electronic tools are used to design today's market-leading traditionally-fuelled automobiles, as well as for electric, hybrid, racing and commercial vehicles. We work with many leading global OEMs, as well as their tier 1 and engineering providers. Reinhold Blank has the expertise to further grow our position in the marketplace in collaboration with our global colleagues."

Mr. Jinya Katsube, Chief Operating Officer of Zuken Inc. added, "Zuken is well on the way to becoming a truly global solution provider. By establishing an international transportation competence center we have met a major milestone in reaching this goal. I am confident that the center will bring substantial benefits to our customers around the world."

Blank has more than 25 years of experience in ECAD, with recent positions at Leoni and Intedis. His technical expertise lies in developing electronic architecture and wiring harness tool solutions. He brings global market experience, most recently within China as General Manager for Intedis in Shanghai.

Blank sees Zuken's solutions portfolio and his team's expertise as a perfect fit to address the automotive industry's needs in the quickly growing area of vehicle electronics. "Zuken has an excellent reputation for its professional tools and solutions in the electronic and electrical system design area. By combining the technologies and skills of the Zuken operations in Asia, U.S. and in Europe we will be able to offer a unique solution portfolio to our global customers. I am proud that my team and I can contribute to this strategic operation."

For more information see [www.zuken.com/transportation](http://www.zuken.com/transportation)

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Words = 524

### Captions

**Image:** Zuken-Z0419-IGZ1.jpg

**Caption:** New technology competence center for transportation in Erlangen, Germany

**Image:** Zuken-Z0419-Lipski2.jpg

**Caption:** Gerhard Lipski, Zuken Europe General Manager

**Image:** Zuken-Z0419-Katsube3.jpg

**Caption:** Jinya Katsube, Chief Operating Officer Zuken Inc

**Image:** Zuken-Z0419-Blank4.jpg

**Caption:** Reinhold Blank, Zuken Business Director Automotive

*For more information contact your local PR person:*

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### **About Zuken**

Zuken is a global provider of leading-edge software and consulting services for electrical and electronic design and manufacturing. Founded in 1976, Zuken has the longest track record of technological innovation and financial stability in the electronic design automation (EDA) software industry. The company's extensive experience, technological expertise and agility, combine to create world-class software solutions. Zuken's transparent working practices and integrity in all aspects of business produce long-lasting and successful customer partnerships that make Zuken a reliable long-term business partner.

Zuken is focused on being a long-term innovation and growth partner. The security of choosing Zuken is further reinforced by the company's people—the foundation of Zuken's success. Coming from a wide range of industry sectors, specializing in many different disciplines and advanced technologies, Zuken's people relate to and understand each company's unique requirements. For more information about the company and its products, visit [www.zuken.com](http://www.zuken.com)