



## Piaggio adopts Zuken's E<sup>3</sup>.series for wire harness design

7 January, 2015 – Munich, Germany and Westford, MA, USA – Piaggio Group, the Italian leader of the European powered two-wheeler market, has adopted Zuken's [E<sup>3</sup>.series](#) to support increasing cabling complexity and volume and to enhance their electrical design efficiency and quality.

E<sup>3</sup>.series is Zuken's powerful electrical CAD tool for electrical wiring, control systems and fluid engineering design.

The [Piaggio Group](#), which owns several prestigious scooter and motorcycle brands including Piaggio, Vespa, Aprilia and Moto Guzzi, faced changing requirements to their electrical design process. Global expansion brought an increase in the number of product specifications for different markets, so they needed to streamline their design processes and reduce their time-to-market to accommodate the increased scale of operations.

Luigi Baracchino, Piaggio Electrical Engineering Manager said, "We looked for a tool to give an end-to-end design path from schematic capture to physical design. One of the reasons E<sup>3</sup>.series stood out is its inbuilt electrical intelligence. This will help us reduce rework and add digital prototyping into our engineering design process to satisfy challenging time-to-market and quality demands. Piaggio Group previously used a generic rather than wiring harness-dedicated 2D design tool for cabling design, but it was unable to meet stringent new cost effectiveness, global parts unification and time efficiency targets. We selected E<sup>3</sup>.series after benchmarking several CAD tools."

Baracchino explained that E<sup>3</sup>.series also fulfilled their requirement to be able to exchange data with their existing 3D CAD tools: a virtual digital mockup of the vehicle can be designed in advance, shortening the development time, reducing costs and, above all, increasing the overall product quality and reliability to a level not previously possible.

The company is currently using E<sup>3</sup>.series at their engineering center in Pontedera, Italy, and they plan to roll out the software to other sites soon.

The Piaggio Group plays a leading role in transportation history and its scooters have become synonymous worldwide with urban cool living, with a strong accent on innovative solutions. The Piaggio Mp3 was the first modern three-wheeled scooter, and the Mp3 Hybrid was the world's first scooter with parallel hybrid drive and plug-in technology on its launch in 2010.

For more information see [www.zuken.com/e3-series](http://www.zuken.com/e3-series) or [www.piaggiogroup.com](http://www.piaggiogroup.com)

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**For a downloadable Word document and press images** visit the press kits area of the press center [www.zuken.com/presskits](http://www.zuken.com/presskits).

Words = 362

### Captions

**Image:** Zuken-Z0428-Piaggio2

**Caption:** Piaggio's Mp3 Hybrid - the world's first scooter with parallel hybrid drive and plug-in technology

**Image:** Zuken-Z0428-Piaggio3

**Caption:** The Piaggio Typhoon 50 2T motorcycle

*For more information contact your local PR person:*

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## About Piaggio Group

The Piaggio Group (P.A.M.) is the largest European manufacturer of powered two-wheelers and one of the world leaders in its sector. The Group is also a major international player in the commercial vehicle market. Established in 1884, since 2003 the Piaggio Group has been controlled by Immsi Group (I.M.S.I.), an industrial holding headed by Chairman and CEO Roberto Colaninno, with Matteo Colaninno as Deputy Chairman. Immsi's Chief Executive Officer and MD is Michele Colaninno. The Piaggio Group is headquartered in Pontedera (Pisa, Italy) and has production plants in Italy, India, Vietnam and PRC. Its product range includes scooters and motorcycles from 50 to 1,400 cc marketed under the Piaggio, Vespa, Aprilia, Moto Guzzi, Gilera, Derbi and Scarabeo brands. The Group also operates in the three- and four-wheel commercial transport sector.

With its unrivalled brand portfolio, the Piaggio Group boasts a total of 104 World Championship titles and more than 500 World Grand Prix victories. Aprilia Racing boasts the most victorious European Racing Department in recent decades. It represents extraordinary Italian assets in technical skill which, in just over twenty years, has made the manufacturer from Noale a protagonist in all the most important motorcycle racing arenas, taking an impressive 54 world titles and contributing to the more than 100 world titles that the Piaggio Group has under its belt, achieved not only by Aprilia but also by legendary brands such as Moto Guzzi, Gilera and Derbi. For further information please visit the [piaggigroup.com](http://piaggigroup.com), [vespa.com](http://vespa.com), [aprilia.com](http://aprilia.com) and [motoguzzi.com](http://motoguzzi.com) sites.

## 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)