

PRESS RELEASE – FOR IMMEDIATE RELEASE

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CONTINENTAL SELECTS GRANTA MI™ FOR MATERIALS INFORMATION MANAGEMENT AND ENGINEERING SUPPORT FOR ITS AUTOMOTIVE BUSINESS

Centralized materials knowledge base will drive product innovation and development

[Granta Design](#) today announced that 4 Divisions of Continental have chosen [GRANTA MI™](#), the leading system for enterprise materials information management, to create a single point of collection and access for its materials data, from materials engineering through to design and simulation. Continental has been committed to automotive innovation for more than 100 years. With an increasing focus on computer-aided design (CAD) and computer-aided engineering (CAE), the global enterprise needed a single, standardized, and traceable means of managing its critical proprietary engineering data across divisions within its Automotive Business.

In order to make the right engineering and design decisions that improve product performance, minimize risk, and reduce time-to-market, automotive enterprises need access to accurate, quality materials information. Capturing and managing such large amounts of specialist materials information, and delivering it to those who need it, when they need it, and in the right format is a challenge. Moreover, if that information is deployed to design and simulation teams without traceability, consistency, and context, there cannot be full confidence in the results.

In solving these challenges, Continental chose GRANTA MI™ as an approved 'single source of truth' for its materials information for use, and re-use, throughout the Group's product development lifecycle. Through GRANTA MI™, proprietary in-house materials information is supplemented by comprehensive, trustworthy reference data. Automotive enterprises like Continental are using GRANTA MI™ as a centralized and enterprise-wide hub of approved, versioned data to support virtual engineering, control supplier qualification processes, and aid environmental compliance. Enhanced tools facilitate visualization and analysis of test data, manage product risk, and ensure robust data management workflows.

"We're delighted to welcome Continental into the community of Granta users," said Patrick Coulter, Chief Operating Officer, Granta Design. "The right materials decisions based on quality materials data empower design, solve materials-related business problems, and maximize market share. We look forward to supporting Continental as they implement their new materials information strategy."

With the pilot phase of the deployment completed, Continental will soon begin the initial roll-out of the GRANTA MI™ solution, providing access mid-term to more than 4,000 users, within its automotive business.

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<p>Image 1: Granta Design Logo</p>	
<p>Image 2: Royalty-free stock image</p> <p><i>(For high-res versions, see image download link below)</i></p>	

ABOUT CONTINENTAL

Continental develops pioneering technologies and services for sustainable and connected mobility of people and their goods. Founded in 1871, the technology company offers safe, efficient, intelligent and affordable solutions for vehicles, machines, traffic and transport. In 2017, Continental generated sales of €44 billion and currently employs more than 240,000 people in 61 countries.

ABOUT GRANTA DESIGN LTD

Granta are the materials information technology experts. The company develops market-leading software for managing materials and process information in engineering enterprises, and a series of tools for applying that data to key materials and product design decisions. Granta serves sectors as diverse as aerospace, defense, energy, medical devices, automotive, motorsports, manufacture of consumer and industrial equipment, materials production, and publishing. Customers realize multi-million dollar benefits in reduced cost, enhanced product performance, improved quality, and faster design turnaround. Granta was founded in 1994 as a spinout from the University of Cambridge and the work of Professors Mike Ashby and David Cebon. For further information go online to <https://www.grantadesign.com/>. Follow @GrantaDesign on Twitter.

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