



## Autodesk Names Genmar Yacht Group as Inventor of the Month for September 2008

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Digital Prototyping Helps Company Stand Out from the Pack with 'Best in Show,' Award-Winning Yacht

SAN RAFAEL, Calif., Sept. 30 /PRNewswire-FirstCall/ -- Autodesk (Nasdaq: ADSK), a world leader in design innovation technologies, has named Genmar Yacht Group as the Autodesk Inventor of the Month for September 2008.

Genmar Yacht Group, which manufactures luxury yachts under the Carver and Marquis brand names, used Autodesk Inventor software to design its new Marquis 420 Sport Coupe, which was recognized as the best new yacht in its class at the 2008 Miami International Boat Show.

The Inventor of the Month program recognizes the most innovative design and engineering advancements made by the extensive community using Autodesk Inventor software -- the foundation of the Autodesk solution for Digital Prototyping. A digital prototype is a realistic 3D digital simulation of the entire end product, used to virtually optimize and validate a product before it is built to reduce the necessity of constructing physical prototypes.

"Inventor allows us to check for potential incompatibility among different parts and components, and resolve any problems in the design before it reaches the manufacturing floor," said Michael Krahn, information systems manager at Genmar Yacht Group. "That capability saves us time and money, helping us maintain our leading position in an increasingly competitive market for luxury yachts."

Digital Documentation Speeds Design

Unlike many European manufacturers who assemble yachts from various components they have outsourced, Genmar Yacht Group designs and builds the majority of components that go into its yachts -- everything from the mechanical and electrical systems, to the cabinets, rails and upholstery.

Each piece of the design is digitally documented using Inventor and is stored in Autodesk Vault, a data management tool that helps manage and securely store design data in a centralized location. This reduces the time needed to find, reference, and re-use design data.

Leveraging digital data allows Genmar Yacht Group to easily refresh its product lines and increase the number of new models launched annually. In just a 12-month period, the company was able to develop three different models of new Marquis brand products -- a 40 foot, a 50 foot, and a 72 foot yacht -- to bring to the Miami International Boat Show.

The eventual winner of the "Best in Year" award, the 420 Marquis Sport Coupe, featured quality treatments such as exotic African Zebrano hardwood cabinetry with high gloss quality lacquered trim, wooden cabin sole and designer selected fixtures and appointments. These touches allow Marquis brand yachts to stand out from the competition and would not be possible if the design process required creating physical prototypes with such expensive materials.

"In the high-end luxury market, the bar is constantly being raised," said Robert "Buzz" Kross, senior vice president of Autodesk Manufacturing Solutions. "Digital Prototyping allows Genmar Yacht Group to keep 'topping' itself with stunning new product offerings that impress consumers and peers alike. It is a pleasure to name them as our Inventor of the Month for September."

About the Autodesk Inventor of the Month Program

Each month, Autodesk selects an Inventor of the Month from the more than 800,000 users of Autodesk Inventor software, the foundation for Digital Prototyping. Winners are chosen for engineering excellence and groundbreaking innovation. For more information about Autodesk Inventor of the Month, contact us at [IOM@autodesk.com](mailto:IOM@autodesk.com).

About Genmar Yacht Group, LLC

Headquartered in Pulaski, Wisconsin, Genmar Yacht Group manufactures luxury yachts under the Carver and Marquis brand names. The group is a division of Genmar Holdings, Inc., the world's premier builder of recreational boats. For additional information about Genmar Yacht Group, visit [www.carveryachts.com](http://www.carveryachts.com) and [www.marquisyachts.com](http://www.marquisyachts.com).

About Genmar Holdings, Inc.

Genmar, with approximately 4,000 employees and five manufacturing centers, is the builder of 14 premier brands of recreational boats which include Carver, Champion, Four Winns, Glastron, Hydra-Sports, Larson, Marquis, Ranger, Scarab, Seaswirl, Stratos, Triumph, Wellcraft, and Windsor Craft. Genmar boats are sold worldwide through its approximately 1,100 dealers. Additionally, Genmar utilizes its proprietary VEC Technology and the Roplene process in both the manufacture of certain of its recreational boats and for third-party manufacturing.

About Autodesk

Autodesk, Inc., is the world leader in 2D and 3D design software for the manufacturing, construction, and media and entertainment markets. Since its introduction of AutoCAD software in 1982, Autodesk has developed the broadest portfolio of state-of-the-art Digital Prototyping solutions to help customers experience their ideas before they are built. Fortune 1000 companies rely on Autodesk for the tools to visualize, simulate and analyze real-world performance early in the design process to save time and money, enhance quality and foster innovation. For additional information about Autodesk, visit [www.autodesk.com](http://www.autodesk.com).

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