



High-Performance Motorcycle Manufacturer Picks Autodesk Inventor

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Wild West Motor Company Moving Beyond 3D to Digital Prototyping

SAN RAFAEL, Calif., Oct. 7 /PRNewswire-FirstCall/ -- *Autodesk, Inc.* (Nasdaq: ADSK) has announced that Wild West Motor Company, a manufacturer of some of the most exotic high-performance motorcycles in the world, is replacing SolidWorks in favor of *Autodesk Inventor* software.

With the Autodesk solution for *Digital Prototyping*, Wild West engineers can now design, visualize and simulate a complete product with a single digital model created in Inventor software. Inventor will enable Wild West to streamline its design and engineering process to accelerate product development for its high-end motorcycles and gain competitive advantage. Inventor is the only design and engineering software that takes manufacturers beyond 3D modeling to Digital Prototyping.

"We are moving away from SolidWorks because we can accomplish more as a company with the suite of Digital Prototyping tools that Autodesk has to offer," said Jim Winn, senior partner at Wild West. "We will use Inventor to embark on a new era of innovation here at Wild West."

Wild West has long used *Autodesk Alias* and *Autodesk Showcase* products as critical components of its design processes. Alias software enables the company to drive innovative design and bring style into signature motorcycle models such as the Dagoon, Vigilante and Gunfire. With Autodesk Showcase, the company is able to create accurate, highly realistic images of its motorcycles to better evaluate multiple design variations and communicate ideas to key stakeholders.

"Wild West is on a mission to revolutionize motorcycle design, and we are pleased to go along for the ride," said Robert "Buzz" Kross, senior vice president, Manufacturing Industry Group at Autodesk. "By adding Inventor software to its product design and engineering processes, Wild West will be able to fully utilize Digital Prototyping to design and build more innovative products in less time."

Inventor software's interoperability with Alias and Showcase means that Wild West has an unbroken digital pipeline for all stages of the design process. Wild West is currently at work on a new high-end motorcycle model, every element of which--from the assembly to the molding--will be accomplished using Autodesk software.

About Wild West Motor Company

Wild West Motor Company began building motorcycles in 1995. Over the past decade, the company has built some of the most exotic motorcycles in the world, helping to usher in a new era of motorcycle design. For additional information about Wild West Motor Company, visit www.wildwestmc.com.

About Autodesk

Autodesk, Inc., is a world leader in 2D and 3D *design software* for the manufacturing, building and 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 real. 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.

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