



Autodesk Helps Morgan Cars Produce One of its Most Successful Designs Yet

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Autodesk Visualisation Software 'Applying Speed, Accuracy and Efficiency' to Traditional Design Processes

FARNBOROUGH, England--(BUSINESS WIRE)--Jul. 12, 2012-- Morgan Motor Company, has become the latest automotive manufacturer to use [Autodesk visualisation software](#) to help accelerate time to market for new car models. Autodesk software helped Morgan to go from sketches of its new 3-Wheeler model to first production in just five months and to meet early deadlines for marketing material before the car was actually produced. As a result of the 3-Wheeler's success, Morgan is bucking current economic trends and "selling more cars than ever," according to senior designer, Jon Wells.



Automotive manufacturer Morgan Motor Company uses Autodesk visualization software to help accelerate time to market for new car models including its recent 3-Wheeler model. (Photo: Business Wire)

The British sports car manufacturer, famous for its iconic designs which combine modern technology with classic styling, is using [Autodesk Alias](#), [Autodesk Showcase](#) and [Autodesk 3ds Max software](#) from [AutoCAD Design Suite Ultimate](#) to, "apply speed, accuracy and efficiency to

traditional design and manufacturing processes," says Wells.

Before Autodesk products were introduced, 2D sketches were interpreted by eye into panel-beaten aluminum bodies; a time consuming process requiring high skill, while providing little margin for in-process evolution. Now Autodesk Alias software helps to rapidly transform concept ideas into [3D digital prototypes](#) and then into actual concept cars. Visualised using Autodesk Showcase and Autodesk 3ds Max software, designs can be evaluated and refined until the design is well-established. The surface data is then 5-axis machined directly from the Alias data. Once painted and scanned, this model enables further evaluation and adjustment to be made in Alias software.

"The skills and charm of traditional coach building are not lost at this point," explains Wells. The Autodesk Alias model is then chopped into cross sections and an accurate 3D wooden buck produced. Skilled panel beaters accurately replicate the surfaces in sheet metal and then paint and lower the body over one of the existing platforms. "The concept car is born and ready to be exhibited worldwide," he adds.

Autodesk software also helps meet tight media deadlines that precede completion of the concept car. Photo-realistic visuals are generated in Autodesk Showcase and Autodesk 3ds Max software to launch the concept to the press and to build excitement before the actual model is unveiled.

Once the car is ready for the product development stage, the Alias surfaces are modeled to Class A standard, passed to Morgan's engineering department, and used to manufacture the highly-precise tooling used for the panels at production level.

"Although Morgan cars are known for their retro style and quality workmanship, we also need to take the best from the latest technology to enable us to be competitive and keep up with the demand for new ideas," concludes Wells.

About Morgan

The Morgan Motor Company has been manufacturing distinctive motor cars since 1909. Today, the company's range combines the best of traditional elegance and craftsmanship with the latest light-weight construction techniques and a choice of high efficiency engines that offer everything from economical daily motoring to outstanding super car performance.

About Autodesk

Autodesk, Inc. is a leader in [3D design](#), engineering and entertainment software. Customers across the manufacturing, architecture, building, construction, and media and entertainment industries -- including the last 17 Academy Award winners for Best Visual Effects -- use Autodesk software to design, visualise and simulate their ideas. Since its introduction of AutoCAD software in 1982, Autodesk continues to develop the broadest portfolio of state-of-the-art software for global markets. For additional information about Autodesk, visit www.autodesk.co.uk.

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