



## Autodesk Product Design Suite Helps Position Turkish Auto Company for Global Success

September 27, 2012

BMC Uses Digital Design to Better Serve Multiple Markets, Compete Internationally

SAN FRANCISCO--(BUSINESS WIRE)--Sep. 27, 2012-- [Autodesk, Inc.](#) (NASDAQ: ADSK) has named BMC — a leader in the Turkish automotive industry — as the September Autodesk [Inventor of the Month](#) for using [Autodesk Inventor 3D CAD software](#) as part of [Autodesk Product Design Suite](#) to improve design and production processes at its main plant in Izmir, Turkey.

Autodesk Inventor helps BMC more effectively design and deliver a wide range of vehicles, including ...

These productivity enhancements allow the company to more efficiently produce a wide range of vehicles — from light and heavy trucks, to buses and military vehicles — which are supplied to international as well as local markets, helping BMC move

Autodesk Inventor helps BMC more effectively design and deliver a wide range of vehicles, including this military vehicle, for the global automotive market. (Photo: Business Wire)

towards becoming a global brand.

During R&D and design stages, the company uses 3D modeling, visualization and simulation applications included in Autodesk Product Design Suite Ultimate 2013 and Autodesk Product Design Suite Premium 2013. In addition, BMC utilizes [AutoCAD LT 2013](#) for 2D drafting and detailing, as well as [Autodesk Revit Architecture](#) for architectural design purposes.

"In today's competitive market, 3D modeling is an indispensable tool," said Cuneyt Targotay, Chief Information Officer at BMC. "Autodesk, with its ongoing technology development, fulfills all our expectations in the best possible way."

### Delivering Better Products Through Digital Design

BMC worked with Autodesk Gold partner CADBIM to identify areas where the array of [digital prototyping](#) tools and functionality within Autodesk Product Design Suite could benefit its product design workflow.

To start, BMC is able to more easily identify potential assembly problems or interferences between product parts during the digital modeling phase by using Autodesk Inventor software. Sophisticated simulation and analysis tools, such as the plastic injection molding simulation and finite element analysis (FEA) features in Autodesk Inventor Professional software, help to further optimize the design process.

Once a product part or assembly is complete, Autodesk Product Design Suite also plays an important role in helping to create molds that are free of defects the first time around. Mold creation is one of the most costly processes for manufacturing companies.

The company estimates that its comprehensive approach to visualization and simulation has already brought important benefits. Whereas designers used to spend three to four days on design revisions, they can now produce a complete design within a day. Additionally, revision demands during the production stage are reduced because defects can more easily be identified beforehand on computer screens — helping to reduce time-to-market cycles.

"As a company serving multiple markets with a variety of products, BMC has to work within tight timeframes," said Brenda Discher, vice president, Manufacturing Industry Strategy and Marketing at Autodesk. "Autodesk software is helping companies like BMC more effectively design and deliver quality products in less time to maintain their global success."

### About the Autodesk Inventor of the Month Program

Each month, Autodesk selects an Inventor of the Month from the users of Autodesk Inventor software, which takes manufacturers beyond 3D to Digital Prototyping. Winners are chosen for engineering excellence and groundbreaking innovation. For more information about Autodesk Inventor of the Month, visit [www.facebook.com/adskinventor](http://www.facebook.com/adskinventor).

### About BMC

Founded in 1964, BMC is one of Turkey's leading commercial vehicle manufacturers, active in all commercial vehicle segments. The company is a subsidiary of Turkish conglomerate Cukurova Holding. For additional information, visit [www.bmc.com.tr](http://www.bmc.com.tr).

### About CADBIM

CADBIM is an Autodesk Gold Partner based in Izmir, Turkey. For additional information, visit [www.cadbim.com.tr](http://www.cadbim.com.tr).

### About Autodesk

Autodesk, Inc., is a leader in professional and personal [3D design](#), engineering and entertainment software. Autodesk tools help unlock the creativity in everyone, from children and hobbyists to design and engineering professionals. Customers across the manufacturing, architecture, building, construction, digital art and entertainment industries, including the last 17 Academy Award winners for Best Visual Effects, use Autodesk software, mobile apps, cloud services and communities to design, visualize, simulate and communicate their ideas. For more information follow [@autodesk](#) or visit [autodesk.com](http://autodesk.com).

*Autodesk, AutoCAD, AutoCAD LT, Autodesk Inventor, Inventor, and Revit are registered trademarks or trademarks of Autodesk, Inc., and/or its subsidiaries and/or affiliates in the USA and/or other countries. Academy Award is a registered trademark of the Academy of Motion Picture Arts and Sciences. All other brand names, product names or trademarks belong to their respective holders. Autodesk reserves the right to alter product and services offerings, and specifications and pricing at any time without notice, and is not responsible for typographical or graphical errors that may*

*appear in this document.*

© 2012 Autodesk, Inc. All rights reserved.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmq.cgi?eid=50421894&lang=en>

Source: Autodesk, Inc.

Autodesk, Inc.  
Stacy Doyle, 503-707-3861  
[stacy.doyle@autodesk.com](mailto:stacy.doyle@autodesk.com)