

AUTOMOTIVE

## Ferrari eases innovation via concept simulator platform

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*Ferrari California T*

By STAFF REPORTS

Italian automaker Ferrari has developed a "Next Generation" platform to assist the development of variations on several of its flagship models.

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Continuing a decade-long partnership with Michigan-based Altair, Ferrari's platform accounts for flexibility of packaging design and manufacturing processes. With many ideas feeding into the eventual design of a concept vehicle, this platform was developed to better handle the evolving nature of the process.

### Concept cars

Working with Ferrari's in-house team, Altair's specialized designers and engineers developed the Next Generation platform.

The resulting software includes design optimization methods such as Altair's C123, a three-step concept development process which allows for faster simulation of design changes. This leverages Hyperworks simulation technologies.

Next Generation is 15 percent lighter than other simulation technologies, and it has a 20 percent improvement in reporting information such as crash and noise, vibration and harshness.



Maximilian Sz waj, Ferrari's director of innovation and BIW Development, said in a statement, "It was important for Altair to supply both CAD and CAE expertise to facilitate tight integration particularly when packaging ideas and manufacturing process are so fluid.

"The speed of the optimization processes deployed were able to control the weight whilst achieving the demanding structural targets as new packaging changes were introduced," he said. "For Ferrari, the Next Generation platform is a significant engineering achievement and a symbol of our successful collaboration with Altair."

As automotive brands seek to get ahead of their competition through innovation, a number of digital incubators and partnerships are beginning.

For instance, German automaker Porsche is ensuring its development as the leading provider of digital mobility solutions with a new hire and subsidiary company.

Porsche's supervisory board has approved the founding of Porsche Digital GmnH to further enhance the automaker's digital mobility solutions in its sector. Leading the endeavor will be Thilo Koslowski as managing director, who joined Porsche from Gartner Inc., a United States IT consulting firm ([see story](#)).