



## 'Enabling Technology' Category Added to the Altair Enlighten Award for 2017

March 28, 2017

The category is specific to products that directly support innovation in the lightweighting of a vehicle or module

**TROY, Mich., March 28, 2017** – Altair has introduced a third category to the 2017 Altair Enlighten Award, the award program aimed specifically at highlighting achievements in vehicle lightweighting. The new Enabling Technology category is specific to products that make innovation in full vehicles, automotive modules, systems and components possible, such as fasteners, adhesives, materials, processes, etc.

"Enabling technologies are the fundamental building blocks of today's great automobiles. In many cases directly contributing to the feasibility of the lightweight innovations developed by OEMs and suppliers," said Richard Yen, Senior Vice President, Automotive and Global Markets Team at Altair. "By opening a third category for these technologies, we are providing the companies that are creating them the platform they deserve to share their work and be recognized as leaders in lightweight design."

The Altair Enlighten Award is presented in partnership with the Center for Automotive Research (CAR) and is proud to work with media partners SAE International and Automobil Industrie. The award honors companies for innovative examples of lightweighting in full vehicles, modules and now in enabling technology categories. The winners will be announced during the CAR Management Briefing Seminars in Traverse City, MI on July 31st, 2017. The award is held in collaboration with CAR, media partners SAE International and media sponsor Automobil Industrie.

"Without the assistance of enabling technologies, many of the benefits of mixed-material solutions would be limited," according to Jay Barton, President and CEO at CAR. "Expanding the award categories to recognize the significant contribution of these technologies was a natural next step allowing many more suppliers to demonstrate their solutions."

Manufacturers and suppliers interested in submitting a nomination for the Enlighten Award are able to access additional information about the process, or submit an entry, at [www.altair.com/enlighten](http://www.altair.com/enlighten). Nominations are being accepted now through May 26, 2017. To allow sharing of innovation while respecting the business and technical confidentiality of all applications, designs submitted must be implemented on a production vehicle produced between August 2014 and August 2017, with no geographical restrictions.

### About Altair ProductDesign

Altair ProductDesign is a global, multi-disciplinary product development consultancy of more than 700 designers, engineers, scientists, and creative thinkers. As a wholly owned subsidiary of Altair Engineering Inc., this organization is best known for its market leadership in combining its engineering expertise with computer aided engineering (CAE) technology to deliver innovation and automate processes. Altair ProductDesign firmly advocates a user-centered, team-based design approach, and utilizes proprietary simulation and optimization technologies (such as Altair HyperWorks) to help clients bring innovative, profitable products to market on a lighter, more efficient time-scale.

### About Altair

Founded in 1985, Altair is focused on the development and application of simulation technology to synthesize and optimize designs, processes and decisions for improved business performance. Privately held with more than 2,600 employees, Altair is headquartered in Troy, Michigan, USA with more than 50 offices throughout 22 countries, and serves more than 5,000 corporate clients across broad industry segments. To learn more, please visit [www.altair.com](http://www.altair.com).

### Media Contacts:

Altair Corporate, Americas and Asia Pacific  
Bibi A. Bied  
+1 757 224 0548 x 406  
[bbied@altair.com](mailto:bbied@altair.com)

Altair Europe, the Middle East and Africa  
Evelyn Gebhardt  
+49 6421 9684351  
[gebhardt@europhysic.marketing.de](mailto:gebhardt@europhysic.marketing.de)

