



## **PSA Peugeot Citroën Contracts with ICEM for Surface Modelling, Analysis and Visualisation Software**

*ICEM signs contract with PSA Peugeot Citroën*

([PRWEB](#)) April 3, 2003 -- PSA Peugeot Citroën Contracts with ICEM for Surface Modelling, Analysis and Visualisation Software

ICEM Surf Enhances Vehicle Design and Development Process.

PARIS, April 1, 2003 — At the MICAD exhibition in Paris today, ICEM announced the signing of a contract with PSA Peugeot Citroën. Under terms of the contract, ICEM will supply and implement of the latest version of its surface modelling, analysis and visualisation software: ICEM Surf Version 4.3.

The contract, which is valued at \$500,000, calls for ICEM to deliver and implement additional licences of ICEM Surf for use in design reviews on laptop PCs. In addition, PSA Peugeot Citroën will implement several new ICEM Surf add-on software modules across its organization. Much of the functionality provided by these new modules is the result of requests and development assistance from PSA Peugeot Citroën's engineers and designers. The implementation is the result of a 12-month joint project to define generic new software modules that will enable PSA Peugeot Citroën to enhance its vehicle development process.

— This latest commitment from PSA Peugeot Citroën is a good example of the way ICEM works in partnership with its customers, — said Lee Cureton, ICEM chief executive. — We truly believe that our ability to collaborate in order to define and deliver such projects in tight timeframes allows us to offer a unique proposition to our customers in the market today —.

About PSA Peugeot Citroën.

Strengthened by its two product brands, PSA Peugeot Citroën is ranked number two of car makers in Europe, with a market share of 15.5 percent in 2002. With a presence in more than 140 countries around the world, the group sold 3.27 million vehicles in 2002 and has set a sales target of 3.5 million vehicles for 2004. Ranked number six worldwide, PSA Peugeot Citroën has enjoyed the strongest organic growth in the last four years. The group's objective is to launch 25 new models between 2001 and 2004, compared with 9 between 1997 and 2000.

For more information, visit: [www.psa-peugeot-citroen.com](http://www.psa-peugeot-citroen.com)

About ICEM Ltd.

With its headquarters on Chilworth Science Park near Southampton on the UK's south coast, ICEM Ltd. is an independent company specializing in the development, sales and support of advanced software for use in the design and development of a product's visible and underlying supporting surfaces.

The company's software development group is based in Germany, while it has a network of sales and support offices and specialist distributors covering continental Europe, the USA and the Asia Pacific region.

The company's principal market sector is the worldwide automotive industry, where it includes most of the



leading manufacturers among its customers, including the Ford Motor Company, DaimlerChrysler Group, Volkswagen Audi Group, Porsche, BMW, PSA and Harley Davidson among others, as well as leading automotive industry suppliers such as Volke, EDAG, Pininfarina, Bertone, Mayflower, TWR and The Budd Company, among many others. The company also has a significant presence in the consumer durable products design market, with customers such as Wilson Sporting Goods, Salomon, Ping, WMF and Toto among them.

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