

# PRESS RELEASE

---

## High-Performance Motorcycle Manufacturer Picks Autodesk Inventor

Wild West Motor Company Moving Beyond 3D to Digital Prototyping

**SAN RAFAEL, Calif., June 03, 2009**—[Autodesk](#) (NASDAQ: ADSK) has announced that Wild West Motor Company, a manufacturer of some of the most exotic high-performance motorcycles in the world, is replacing SolidWorks in favor of [Autodesk Inventor](#) software.

With the Autodesk solution for [Digital Prototyping](#), Wild West engineers can now design, visualize and simulate a complete product with a single digital model created in Inventor. Inventor will enable Wild West to streamline its design and engineering process to accelerate product development for its high-end motorcycles and gain competitive advantage. Autodesk Inventor is the only design and engineering software suite that takes manufacturers beyond 3D modeling to Digital Prototyping.

“We are moving away from SolidWorks because we can accomplish more as a company with the suite of Digital Prototyping tools that Autodesk has to offer,” said J LAW, [SP] at Wild West. “We will use Inventor to embark on a new era of innovation here at Wild West.”

Wild West has long used [Autodesk Alias](#) and [Autodesk Showcase](#) software as critical components of its design processes. Alias software enables the company to drive innovative design and bring style into signature motorcycle models such as the Dragoon, Vigilante and Gunfire. With Showcase, the company is able to create accurate, highly realistic images of its motorcycles to better evaluate multiple design variations and communicate ideas to key stakeholders.

“Wild West is on a mission to revolutionize motorcycle design, and we are pleased to go along for the ride,” said Robert “Buzz” Kross, senior vice president, Manufacturing Industry Group at Autodesk. “By adding Inventor to its product design and engineering processes, Wild West will be able to go beyond 3D to Digital Prototyping to design and build more innovative products in less time.”

Inventor software’s seamless interoperability with Alias and Showcase means that Wild West has an unbroken digital pipeline for all stages of the design process. Wild West is currently at work on a new high-end motorcycle model, every element of which—from the assembly to the molding—will be accomplished using Autodesk software, without the need to translate and convert SolidWorks files.

In addition, Wild West’s move to Inventor means that it doesn’t have to train employees on multiple software packages. As a result employees can spend their time coming up with the best and boldest motorcycle designs rather than learning how to work in different software environments.

**Autodesk®**

# PRESS RELEASE

## **About Wild West Motor Company**

Wild West Motor Company began building motorcycles in 1995. Over the past decade, the company has built some of the most exotic motorcycles in the world, helping to usher in a new era of motorcycle design. For additional information about Wild West Motor Company, visit [www.wildwestmc.com](http://www.wildwestmc.com).

## **About Autodesk**

Autodesk, Inc., is a world leader in 2D and [3D design software](#) for the manufacturing, building and construction, and media and entertainment markets. Since its introduction of AutoCAD software in 1982, Autodesk has developed the broadest portfolio of state-of-the-art Digital Prototyping solutions to help customers experience their ideas before they are real. Fortune 1000 companies rely on Autodesk for the tools to visualize, simulate and analyze real-world performance early in the design process to save time and money, enhance quality and foster innovation. For additional information about Autodesk, visit [www.autodesk.com](http://www.autodesk.com).

*Autodesk, AutoCAD, Alias, Autodesk Inventor, Inventor and Showcase are registered trademarks or trademarks of Autodesk, Inc., and/or its subsidiaries and/or affiliates in the USA and/or other countries. All other brand names, product names or trademarks belong to their respective holders. Autodesk reserves the right to alter product offerings and specifications at any time without notice, and is not responsible for typographical or graphical errors that may appear in this document.  
© 2009 Autodesk, Inc. All rights reserved.*

**Autodesk®**