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# PRESS RELEASE

## **ED, an Italian Center of Excellence**

*Geneva, March 3, 2015*

Founded in 1998 by **David Pizzorno**, ED GROUP, today is **recognized worldwide** as a **center of excellence**.

The Group carries out industrial activities in the **Automotive, Transportation, Industrial Design and Architecture** fields with customers in approximately 120 countries.

The business activities of the Group are organized on a regional basis and allocated to four regions that represent the major four geographical areas: NAFTA (United States, Canada and Mexico), LATAM (South America and Central America), APAC (Asia and Pacific) and EMEA (Europe, Russia, Middle East and Africa).

At the base of each service or product the company offers professional excellence based on years of experiences gained in different sectors by every single ED employee.

ED GROUP mission is to "give life" to the product or service each Customer desires.

We provide a wide range of dedicated services for the production of new vehicles and industrial objects.

To realize your "dreams" ED fielding its excellence by offering services ranging from design research to design, from prototyping to validation.

**With ED ideas become real objects.**

ED GROUP is a **leader in the international market for the supply of turnkey services.**

Avant-garde technology, experience and commitment in the research, coupled with an innovative style have brought international success to ED GROUP, making it a global brand and an established high-tech company.

**ED GROUP represents a unique center of excellence in the global market.**




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## WE GIVE SHAPE TO YOUR DREAMS

Our Design department headed by **Michael Robinson** gives life to your aesthetic dreams.  
**We create works of art made in Italy timeless.**

The Design for ED GROUP means:

**AUTOMOTIVE DESIGN**  
**TRANSPORTATION DESIGN**  
**INDUSTRIAL DESIGN**  
**ARCHITECTURE & INTERIOR DESIGN**

**AUTOMOTIVE DESIGN:** Stylistic Studies interpret the design in a functional key, creating shapes and volumes that meet the needs of production. There is no aesthetic solution that is not also implicitly technical solution and design, in order to bring vehicles and objects reproducible in large series.

**Everything starts from the client's brief.** The first operational phase is the **Stylistics Research** from which will arise in the preparation of **Sketches** for both the exterior and the interior, with the positioning of the various components.

The next stage involves the construction of **Renderings**, the construction of the orthogonal views to the continuous analysis of **Macrofeasability** and development of CAS models. From virtual three-dimensional models developed in CAD, which also allow animations, interactive management and simulation in motion in real scale, simulations are carried out for the Aerodynamics and ergonomics, the definition of a **Storyboard** presentation. It is studied in parallel using the **Color & Trim**, the application of the best materials for interior and exterior and staining for the best visual quality. From CAD models, switch to produce **Scale models** using technologies of **CAM milling** and **Rapid Prototyping**.

Models are made in clay, plaster, epowood ... after the prototypes are modeled by hand until you get the desired model. An art that comes from the past, which provides highly specialized resources. **Reverse Engineering** allows us to have re-digitized model. Once smoothed the surfaces, mathematics is used again to mill the 1:1 scale model.

Defined and frozen the style, are made **Class A Surfaces** ready to be sent to the department of **ENGINEERING** that will carry out the productive project.

**TRANSPORTATION DESIGN:** The designers of ED GROUP have realized not only cars, but also **internal and external high-speed trains, buses, trams, automated light rail cars, people movers, yachts, planes, private jets**. At the core of every project is the aim of combining the automotive methodologies and originality with the needs and constraints characteristic of transportation.

Aeronautical projects, bus, rail, and ship, etc. take shape in an original but practical way. Thanks to **expertise** in more than 20 years in the development of railway projects, ED GROUP is the ideal industrial partner for the development of projects from **concept realized for the BID phase / Tender to the development of mock-up scale 1:1 made for the follow-up of production**.

The collaboration with major international manufacturers means that the projects developed are up to date with the most stringent international standards (TSI or UIC) both for the development of the external to the creation of innovative interior that fully utilize the space. The interior design is the enhancement of the spaces available, in accordance with the flows and modern




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ergonomics. This is made with a detailed proposal of the atmospheres, starting from the layout, depending on tastes or based on the corporate identity of the final customer.

Concepts that take shape, color and light thanks to ED GROUP Architects and Designers. All this to ensure that every trip is comfortable and full of innovative services.

**INDUSTRIAL DESIGN: Means of transport, electronics, sporting goods, furnishings, equipment and machinery, consumer goods, graphic design and packaging**, these are some of the elements studied in our Design center. Each object contains distinctive elements of elegance and simplicity that characterize our value. We provide our Customers the best excellence that make us Partner with multinational companies. To achieve the **aesthetic and functional desires of our Customers**, we always start with the phase of the benchmarking and conceptual style study. Through the implementation of research and development of technological innovations, trend analysis of colors and materials, virtual three-dimensional modeling, rapid prototyping, construction of models of style and assistance to the phases of engineering and industrialization bring to fruition what is called the turnkey product. We give our customer the opportunity to use our skills even in the important phase of marketing in determining the success of a project. We develop **communication plans** for the customer giving a real added value for rapid industrial development.

**ARCHITECTURE & INTERIOR DESIGN:** We apply in every architectural project **both external and internal structures** the values that have historically characterized the identity of our Brand **made in Italy**. ED GROUP develops projects that transverse range from **Civil Architecture to industrial**, from **city-planning to urban fitment**. The proximity to industrial processes gave us the possibility to develop skills and advanced methods in the development of projects with a reliability both in the result and in the timing. The transposition industrial processes of automotive in architecture leads to the conception/design/realization of **highly innovative projects**.

#### **FROM CONCEPT TO DESIGNS FOR PRODUCTION.**

Since the company's birth, the Engineering has been our **core business**. We help automotive manufacturers to **turn an idea into a marching vehicle**. It has always been the strategy of **full-service provider** through the continuous improvement of engineering. Since the early 2000s ED GROUP is able to provide **Turnkey Projects**. Our headquarters in Turin is a real example of **excellence and integration between the activities of style and production**.

Thanks to computer technology, all travels in parallel within the tight integration between the departments of Design and Style. Nothing occurs in a sequence, it **dramatically decreases the timing and the results are stunning**.

In parallel with stylistic research, **optimizing time and costs of development**, engineering activities begin with a team of designers that deals with the first **feasibility studies** of the project with respect to the shapes and lines selected.

They built a **virtual prototype** of the car, based on the definitions of style, and they evaluate the performance, are tested for the forms created by designers from the point of view of execution **cost analysis** and feasibility in collaboration with technologists.

The feasibility of the virtual model gives the possibility of setting the **body, moving parts, the chassis, the external and internal finishes**.

The car is studied in detail in its various parts starting from the **structural analysis** and




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mathematical calculations: **static testing, dynamic and crash.**

re developed and housed the **mechanical parts** that assemble the vehicle through the installation and integration of each component, in compliance certification, comfort and safety.

Each solution adopted is constantly monitored in terms of **performance, weight and cost**. In parallel it is studied the **electrical and electronics architecture** drafting **sketches, layouts** and creating the **construction drawings** that will be assigned to individual component manufacturers.

For us **Engineering is synonymous with functional completeness** and for this reason, the whole project is carried out in **simultaneous engineering** with constant controls of technological feasibility examining the compatibility with the production methods and equipment used in the plants of the customer and the intervention of a team of highly qualified **BOM**.

he excellence of Engineering allows the customer to save in physical prototype stages as well.

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