



Country Coach Upgrades to Autodesk Inventor 3D Software to Increase Productivity

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Leading Motor Coach Manufacturer Selects Autodesk Inventor Software for Its 3D Design Capabilities, Ease of Use, and DWG Compatibility

Autodesk, Inc. (Nasdaq:ADSK), the world's leading design software and digital content company, today announced that leading motor coach manufacturer Country Coach selected Autodesk Inventor 3D design software to speed production and accelerate sales of its highly customized motor homes. Country Coach considered several 3D software solutions, including Unigraphics and Pro/ENGINEER, but ultimately decided to upgrade from AutoCAD and Autodesk Mechanical Desktop software to Autodesk Inventor software. The company cited Autodesk Inventor software's ease of use, powerful functionality, and unique design tools as distinct advantages when deciding against the competition.

Country Coach, based in Junction City, Ore., offers a full product line of coaches and floor plans. The company issues hundreds of new and modified drawings weekly for a single coach model. With Autodesk Inventor software's adaptive design capabilities, Country Coach can make changes quickly and deliver products to market significantly faster than with other design solutions.

"We are confident after the tests we ran on Autodesk Inventor that it can handle the detailed part drawings and large assemblies that are typical of our intricate designs. We felt most comfortable trusting the translation of our legacy files to Autodesk because they are the creators of the DWG format," said David M. Diamond, vice president of engineering at Country Coach. "Using Autodesk Inventor software, we expect our productivity to increase by twenty-five percent. The ability to visualize the motor home with Autodesk Inventor means we can identify potential problems before they occur, reducing errors that can take place during production. In addition, with Autodesk Inventor, when the parts renderings are complete, we have much more information about the drawings, giving us the ability for analytical data acquisition."

Manufacturing a motor coach requires many diverse elements of mechanical design, including engineering, electronic component assembly, reinforced plastics, steel fabrication, cabinetry, chassis manufacturing, brake testing, upholstery, wire harness assembly, lamination, and painting. With its powerful 3D mechanical design functionality, Autodesk Inventor software will be used to communicate accurate design detail to every member of the team, from concept through manufacturing. The engineering department will use it for mechanical design of chassis and other parts, the design department for vehicle structure including interior and exterior design, and the marketing department for brochures and virtual tours on the web.

"Most of our customers have several departments within the company that can benefit from access to 3D models and drawings," said Robert Kross, vice president of the Manufacturing Division at Autodesk. "Using Autodesk Inventor, design teams can create digital design data that can be effective across the enterprise, enabling different types of professionals to use the designs to increase their productivity. The design team at Country Coach, for example, will be able to send sophisticated 3D models to management that show exactly how the finished product will look. This is a powerful tool for a customer in a creative and visual business like Country Coach."

IMAGINiT West Provides Consulting Expertise and Product Demonstrations

Working closely with Autodesk channel partner IMAGINiT West, Country Coach performed an extensive evaluation of the Autodesk Inventor product to determine that the software would meet their design requirements and help them reach their goal of dramatically shortening time to market. IMAGINiT, formerly Ketiv Technologies, Inc., of Portland, Ore., demonstrated that Autodesk Inventor was the only technology that met their need to migrate their database of more than 10,000 active drawings from AutoCAD and Autodesk Mechanical Desktop to Autodesk Inventor software.

"The Autodesk Inventor Series, which includes Autodesk Mechanical Desktop and Autodesk Inventor software, is designed to help companies maximize their investment in design software and shorten their learning curve as they move from 2D to 3D design," said Ray Fagan, mechanical sales manager at IMAGINiT West. "Country Coach engineers will be able to quickly gain expertise on Autodesk Inventor as they transition from AutoCAD and Autodesk Mechanical Desktop at a pace that is comfortable for them. In addition, they will be able to fully utilize their existing design data by seamlessly importing it into Autodesk Inventor."

IMAGINiT West is a top Authorized Autodesk Reseller and Autodesk Training Center that provides solution-oriented services and products to architectural and mechanical engineering clients. IMAGINiT West is part of IMAGINiT Technologies, a wholly owned subsidiary of RAND Worldwide.

About Autodesk

Founded in 1982, Autodesk, Inc., is the world's leading design and digital media creation, management, and distribution company. The company serves a diverse portfolio of markets, including building design, geographic information systems, manufacturing, digital media, and wireless data services. By delivering tools that foster innovation and creativity, Autodesk helps customers throughout the value chain leverage digital design data to work better, faster, and smarter. With annual revenues of \$936 million, Autodesk is one of the largest global software companies. For more information about the company, see www.autodesk.com.

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