

# HBM News Release

For immediate release

PR-2011-18-en

## **nCode DesignLife selected as corporate solution for durability analysis at General Motors**

**Southfield, MI USA – May 10, 2011.** HBM, provider of state-of-the-art test and measurement solutions for optimizing product life-cycle performance, announced today that General Motors has selected nCode DesignLife™ software to perform fatigue and CAE durability analysis. Engineering teams across General Motors' global automotive operations in U.S.A, Canada, Mexico, Germany, Brazil, India, Korea and Australia now use nCode DesignLife as a key tool in their engineering analysis processes to ensure new vehicles and components are designed to the highest durability standards.

“Following the tremendous growth of nCode DesignLife in 2010, this significant investment by General Motors in nCode software underlines our global leadership position in durability software,” commented Steve Tudberry, Vice-President HBM-nCode software. “Fatigue and durability analysis has become a critical activity across many industries to reduce product validation costs and help reduce the warranty and recall costs associated with premature failures.”

nCode DesignLife is the latest generation of nCode software to be deployed at General Motors. For over 10 years, nCode has provided software for fatigue and durability analysis, and training in the use of the software to over 300 engineers at General Motors. “Fatigue analysis is a vital part of our design process at GM” said Dr. A.K. Khosrovaneh, Structural Durability Technology Manager at General Motors. “nCode DesignLife brings proven technology and process improvements to enable durability assessment before physical prototypes are made.”

**HBM, Inc. (HBM-nCode)**  
Travelers Tower One  
26555 Evergreen Road, Suite 700  
Southfield, MI 48076  
USA

Tel.: +1-248-350-8300  
Fax: +1-248-350-1678

**HBM United Kingdom Limited**  
Advanced Manufacturing Park  
Technology Centre  
Brunel Way, Catcliffe, Rotherham  
South Yorkshire, S60 5WG, UK

Tel. +44-(0)845-620-6060  
Fax: +44-(0)114-254-1245



Contact: [kim.hurt@hbmncode.com](mailto:kim.hurt@hbmncode.com)

## About General Motors

General Motors (NYSE:GM, TSX: GMM), one of the world's largest automakers, traces its roots back to 1908. With its global headquarters in Detroit, GM employs 202,000 people in every major region of the world and does business in more than 120 countries. GM and its strategic partners produce cars and trucks in 30 countries, and sell and service these vehicles through the following brands: Baojun, Buick, Cadillac, Chevrolet, GMC, Daewoo, Holden, Isuzu, Jiefang, Opel, Vauxhall, and Wuling. GM's largest national market is China, followed by the United States, Brazil, the United Kingdom, Germany, Canada, and Italy. GM's OnStar subsidiary is the industry leader in vehicle safety, security and information services. More information on the new General Motors can be found at [www.gm.com](http://www.gm.com).

## About HBM-nCode

nCode products are provided by HBM, a world-wide technology and market leader, offering products and services across the entire measurement spectrum, from virtual to physical. For over 25 years, nCode has been the leading brand for durability and data analysis solutions. Its technologies help customers understand product performance, accelerate product development and improve design. The power and ease of use of HBM technologies is a direct result of its world-class development process, expertise and in-depth experience of a broad range of industries. nCode product development is ISO9001 certified. Product support is available through HBM-nCode offices in Europe, North America and Asia. For more information, please visit [www.hbm.com/ncode](http://www.hbm.com/ncode).

**HBM, Inc. (HBM-nCode)**  
Travelers Tower One  
26555 Evergreen Road, Suite 700  
Southfield, MI 48076  
USA

Tel.: +1-248-350-8300  
Fax: +1-248-350-1678

**HBM United Kingdom Limited**  
Advanced Manufacturing Park  
Technology Centre  
Brunel Way, Catcliffe, Rotherham  
South Yorkshire, S60 5WG, UK

Tel. +44-(0)845-620-6060  
Fax: +44-(0)114-254-1245



Contact: [kim.hurt@hbmncode.com](mailto:kim.hurt@hbmncode.com)