



New Steel Industry Engineering Program Will Demonstrate Steel Architectures for MaaS Vehicles

12 November 2020, Brussels – WorldAutoSteel, the automotive group of the World Steel Association, announced today a new vehicle engineering program, *Steel E-Motive*. The new program will demonstrate the benefits of steel for global Mobility as a Service (MaaS), characterized by fully connected and autonomous electric vehicles.

“Steel E-Motive follows a long history of steel industry collaboration and commitment to support the evolution of vehicle design and use,” said Cees ten Broek, Director, WorldAutoSteel. “We are approaching a critical milestone in automotive history when what we know as normal is about to change significantly and the steel industry plans to be right in the middle of this revolutionary change. With a vast portfolio of Advanced High-Strength Steels and steel technologies from which to draw, we envision that Steel E-Motive will deliver new, exciting ideas for steel vehicle architectures that will shape the future of sustainable mobility.”

WorldAutoSteel has partnered with Ricardo, global engineering and environmental consulting firm, to develop the virtual vehicle concepts. Ricardo was selected for their well-known reputation for innovation, their demonstrated knowledge of vehicle electrification and their commitment to sustainable transportation. Steve Dyke, Ricardo Managing Director for Automotive and Industrial EMEA said: “Ricardo is the trusted engineering services provider to the world’s best-known vehicle manufacturers, so we feel privileged that the WorldAutoSteel team has entrusted their Steel E-Motive program to us. We believe that our class-leading decarbonised and clean transport solutions supported by innovative technology will make Steel E-Motive a game changer for sustainable mobility.”

WorldAutoSteel and Ricardo will communicate on progress regularly, showcasing results and innovation as the program progresses, with final concept designs for the full vehicle revealed in late 2022. For up-to-date information on the Steel E-Motive program, visit www.steelemotive.world and subscribe for news alerts.

[more]



About WorldAutoSteel

WorldAutoSteel, the automotive group of the [World Steel Association](#), is comprised of 22 major global steel producers from around the world. Our mission is to advance and communicate steel's unique ability to meet the automotive industry's needs and challenges in a sustainable and environmentally responsible way. Steel E-Motive follows a long history of steel industry collaborations to demonstrate new AHSS applications for automotive structures. The UltraLight Family of Research, which began with the first industry collaboration of its kind in the world, the UltraLight Steel Auto Body (ULSAB), as well as the most recent program, FutureSteelVehicle, are noted for their contributions in helping automakers apply AHSS to achieve lightweighting, performance improvement and crash safety goals. Visit www.worldautosteel.org to learn more.

About Ricardo

Ricardo plc is a global, world-class, multi-industry consultancy for engineering, technology, project innovation and strategy. Our people are committed to providing outstanding value through quality engineering solutions focused on high efficiency, low emission, class-leading product innovation and robust strategic implementation. With a century of delivering excellence and value through technology, our client list includes the world's major transportation original equipment manufacturers, supply chain organizations, energy companies, financial institutions and governments. Guided by our corporate values of respect, integrity, creativity & innovation and passion, we enable our customers to achieve sustainable growth and commercial success. Ricardo is listed in the FTSE4Good Index, which identifies global companies that demonstrate strong environmental, social and governance (ESG) practices. For more information, visit www.ricardo.com.

Contacts:

Kathleen Hickey, Communications Director
WorldAutoSteel
E: khickey@worldautosteel.org
T: +1 734 905 0062

Louise Wilson, Global Head of Marketing and Communications
Ricardo Automotive & Industrial EMEA
E: Louise.Wilson@ricardo.com
T: +44 (0)1273 794582

###