

## Press Release

### **AutoForm Expands Presence in Asia with New Hong Kong Office**

**Zurich, Switzerland, August 25, 2008: AutoForm Engineering GmbH, the leading supplier of software solutions for the sheet metal forming industry, has opened a new branch office in Hong Kong. The new Hong Kong office will enable AutoForm to be even closer to its customers in China and to provide them with an even higher standard of service.**

The Asian market is developing rapidly and offers an excellent business environment for growth. AutoForm is expanding its activities in the Asia-Pacific region and has chosen Hong Kong – one of the Four Asian Tigers – as the location for its new office. Hong Kong is one of the world's leading financial centres and has the greatest concentration of corporate headquarters in the Asia-Pacific region. With this new office, AutoForm strengthens its presence on the Asian market. Primarily, it will enable customers across China to work in close collaboration with highly qualified AutoForm specialists and benefit directly from AutoForm's leading-edge software solutions.

Dr. Volker Steininger, COO of AutoForm Engineering explained: "The demand for our software solutions and services on the Asian market indicated that the new office would be beneficial for both our customers, as well as AutoForm. The office in Hong Kong will enable us to be closer to our customers in China and to expand our business activities in the Asia-Pacific region. Through our presence and established offices in Japan, Korea, India and now Hong Kong, the Asian market has a reliable, long-term partner for true customer success."

#### **About AutoForm Engineering GmbH**

*AutoForm offers software solutions for the die-making and sheet metal forming industries along the entire process chain. With over 200 employees, AutoForm is recognized as the leading provider of software for product manufacturability, tool and material cost calculation, die face design and virtual process optimization. All of the Top 20 automotive OEMs and most of their suppliers have selected AutoForm as their software of choice. Besides its headquarters in Zurich, AutoForm has offices in Germany, The Netherlands, France, Spain, Italy, USA, Mexico, India, China, Japan and Korea. AutoForm is also present through its agents in more than 15 other countries. For detailed information please visit: [www.autoform.com](http://www.autoform.com)*

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