

PRESS RELEASE

MdynamiX Expands Global Footprint with Launch of MdynamiX India Centre in Pune

MdynamiX and ATS strengthen partnership by opening a joint test center for vehicle dynamics and automated driving

Pune, India, February 4, 2025 – MdynamiX, specialist in chassis development and automated driving, and the India based company Automotive Test Services (ATS), specialist in engineering services, officially opened the MdynamiX India Center in Pune, India, on February 4, 2025. The centre's focus will be on the development and testing in the field of vehicle dynamics and ADAS. This strategic partnership will enhance the service offering for Indian customers by introducing MdynamiX's comprehensive testing systems for steering and brake functions together with its innovative software solutions for evaluation and targeting as well as vehicle measurement.

New Facility to Showcase Advanced Automotive Testing Technologies

The MdynamiX India Center, located in Pune, represents a significant milestone in the ongoing commitment of MdynamiX to the Indian market. Focused on the current needs of the automotive industry in vehicle dynamics and automated driving, the facility will serve as a hub for advanced automotive testing and development, providing engineers and industry professionals with access to the Germany-based company's latest technologies. The center features MdynamiX flagship test systems, MXsteerHiL and MXbrakeHiL as well as their comprehensive evaluation and targeting and vehicle measurement software, MXeval and MXoptiCal.

The Steering-in-the-Loop test system (MXsteerHiL) provides a highly realistic steering feel for vehicle dynamics and automated driving, even during the early development phases. The brake test system (MXbrakeHiL) is a robust real-time test bench for the early development of brake systems - versatile and compatible with various real-time systems.

The evaluation and targeting software MXeval handles the assessment and analysis, speeding up decision-making in road testing and simulation for attribute-based development in vehicle dynamics and automated driving. The optical measurement tool MXoptiCal guarantees accurate and consistent vehicle measurements with reliable processes in just a few steps.

Strategic Partnership Aims to Enhance Service Offerings for Indian Market

The establishment of the MdynamiX India Center highlights MdynamiX's commitment to fostering deeper collaboration with India-based ATS and their common dedication to innovation in the vehicle development. By merging MdynamiX's expertise with ATS's extensive knowledge and experience in establishing test labs, the goal is to provide Indian customers with a maximum level of service and support in the fields of vehicle dynamics, automated driving and testing in various environments (SiL/MiL, HiL, ViL, DiL). This new center will enable a better understanding and addressing of the unique needs of the Indian market, ensuring that solutions are tailored to meet local requirements.

Forging stronger international partnerships for sustainable success

"Our partnership with ATS and the opening of the MdynamiX India Center mark a significant step forward in our mission to deliver innovative and reliable automotive testing solutions to our customers. We are excited to bring our advanced technologies to the Indian market and look forward to fostering deeper collaborations with local industry leaders," said Peter Pfeffer, CEO of MdynamiX.

"This lab facilitates faster development times for our customers and also provides the necessary tools within their reach in India. The customers who saw the lab today were very happy to see the facility and systems and it was encouraging to see this great response." emphasized Ramanathan Srinivasan, Managing Director, ATS.

Looking ahead, the MdynamiX India Center is set to become a cornerstone of MdynamiX's global operations. This facility is envisioned as a catalyst for future growth and internationalization, driving advancements in automotive testing and development. The ongoing collaboration with ATS will continue to evolve, with plans to introduce further test benches as well as static and dynamic driving simulators advancing chassis development and ADAS/AD in the coming years.

Photo Material:



Photo 1: Prof. Dr. Peter Pfeffer, CEO MdynamiX (left) and Ramanathan Srinivasan, Managing Director Automotive Testing Services - ATS (right) at the new MdynamiX India Center in Pune, India.



Photo 2: Grand opening of the MdynamiX India Center in Pune, India. Prof. Dr. Peter Pfeffer, CEO MdynamiX (left) and Ramanathan Srinivasan, Managing Director Automotive Testing Services - ATS (right).



Photo 3: Korbinian Thaler, Head of Test Bench Systems at MdynamiX, presents the MXsteerHiL steering test bench at the new MdynamiX India Center in Pune.

About MdynamiX AG

MdynamiX is an innovation partner in solving complex research and development tasks in the automotive industry. Founded in 2014, the company's focus is on the individual with their emotional needs and their demand for a comprehensive and attractive driving experience. MdynamiX's fields of expertise include vehicle dynamics & ride quality, automated driving (ADAS/AD), as well as acoustics & vibrations. MdynamiX offers its customers methods and solutions for effective and efficient development of brand- and model-specific characteristics. These include software and hardware tools as well as research and development services using the most sophisticated simulation and test environments. The MXacademy trains engineers to be ready for the challenges of the future. As an affiliated institute of the Munich University of Applied Sciences and partner of the Kempten University of Applied Sciences, MdynamiX has direct access to the latest research knowledge and modern facilities.

About Automotive Testing Services – ATS

India-headquartered Automotive Test Systems (ATS) supports automotive regulatory requirements and consumer safety through state-of-the-art testing solutions. Founded in 2004 with test instrumentation systems, ATS has expanded its portfolio to encompass product and test rig development, automation systems for powertrain labs, testing services, software development, data analysis assistance, and training programs for automotive engineers.

ATS serves tier 1 and tier 2 automotive OEMs, government and private testing agencies through its offices across India and its group companies responsible for development, manufacturing, training, sales, and service. The offices and laboratories are strategically located across India, including Delhi, Uttar Pradesh, Maharashtra, Tamil Nadu, and Karnataka. This extensive geographical presence enables ATS to provide timely and efficient support, fostering seamless collaboration and underlining its commitment to working closely with customers.

Press contact

Eva Wuestum

+49 160 93287112

eva.wuestum@mdynamix.de

MdynamiX AG