

PRESS RELEASE

MdynamiX Expands Presence in Japan Through Strategic Collaboration with NewtonDynamiX

Benningen, 09/10/2025 – MdynamiX, a specialist in vehicle dynamics, ride comfort, automated driving (ADAS/AD), and acoustics/NVH, is expanding its footprint in Asia with a new partner in Japan. Tokyo-based NewtonDynamiX Inc. will represent MdynamiX's portfolio across the Japanese market, providing local expertise and direct access to its advanced development solutions. Japanese customers are assured prompt local technical support and fast responses through the NDX team.

The partnership enhances customer relationships, opens new business opportunities, and enables localized support for MdynamiX's innovative tools and methods. The collaboration was officially signed following a strategic meeting between both companies' management teams. **Masanori Kobayashi**, President and CEO of NewtonDynamiX Inc., will lead the partnership, which was established under the initiative of **Nobue Wakui**, Founder and Owner of NewtonWorks Corporation.

*"We are delighted to welcome NewtonDynamiX Inc and Kobayashi-san to our partner network," said **Prof. Bernhard Schick**, CEO of MdynamiX. "With his deep knowledge and hands-on experience in model-based development at Honda R&D, ETAS, AVL Japan and IPG Japan, he brings outstanding expertise and credibility to our operations in Japan. I have worked closely with Kobayashi-san during my time at IPG and AVL and highly value his ability understand customers' challenges and find the right solutions for them."*

Kobayashi added: *"When I was involved in EPS system development at Honda R&D, I learned how important steering feel is. From that experience, I still remember being amazed when working with the Pfeffer Steering Model. I am deeply honored to now represent MdynamiX's innovative products in Japan. Their strengths will bring a refreshing new breeze to Japan's automotive industry, and I look forward to contributing to our shared success."*

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Future-Oriented Collaboration in a Key Market

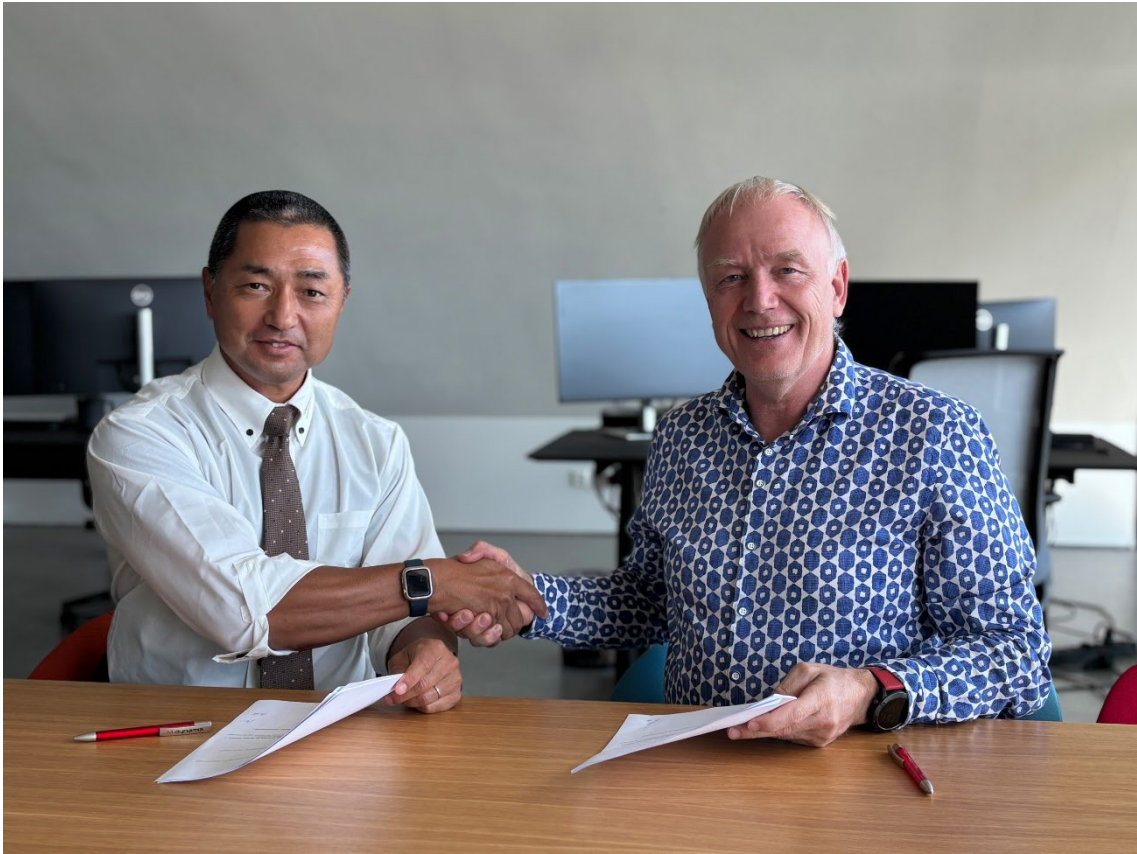
Japan's automotive industry – valued at nearly USD 98 billion with 4.4 million new cars registered in 2025 – is undergoing major transformation driven by digitalization, electrification, and new mobility concepts. Combining the engineering expertise of both partners with deep local market insight of NewtonDynamiX creates a strong foundation for sustainable growth and innovation.

“Through NewtonDynamiX, we aim to build the 'Three Bridges' shaping the future of mobility – the Product Bridge connecting innovation to the Japanese market, the Global Bridge linking knowledge between Germany and Japan, and the Time Bridge uniting today's efforts with tomorrow's advancements.” Wakui emphasized.

Key MdynamiX solutions such as **MXsteerHiL**, **MXbrakeHiL**, and **MXeval** offer significant value for Japanese OEMs and suppliers. MXsteerHiL enables precise and reproducible steering-feel development, MXbrakeHiL delivers realistic brake feedback for early system validation, and the evaluation software MXeval provides an integrated framework for objective and subjective vehicle performance assessment. Together, they streamline simulation and testing workflows, accelerate development, and enhance the overall driving experience.

“MdynamiX has built strong relationships with Japanese OEMs, Tier 1 suppliers, and universities over many years. Through our partnership with NewtonDynamiX, we can now provide faster integration, more responsive local support, and direct access to our leading solutions for Japanese OEMs and suppliers. The collaboration lays a strong foundation for joint innovation in areas such as vehicle dynamics, steering feel, ADAS, NVH, control systems, and beyond – driving a new era of transformation in Japan's automotive industry,” said Prof. Dr. Peter Pfeffer, CEO of MdynamiX.

Image Material:



Masanori Kobayashi, President and CEO of NewtonDynamix Inc., and Prof. Bernhard Schick, CEO of MdynamiX AG, at the MdynamiX site in Benningen during the signing of the cooperation agreement (f.l.t.r.).

Photo credits: MdynamiX AG

About MdynamiX AG

Founded in 2014, MdynamiX is an innovation partner for complex R&D challenges in the automotive industry. The company focuses on vehicle dynamics, ride comfort, automated driving, and acoustics & vibrations, offering software and hardware solutions as well as development services. Through the MXacademy, MdynamiX trains engineers for the challenges of future mobility. As an affiliated institute of the Munich University of Applied Sciences and a partner of Kempten University of Applied Sciences, MdynamiX has direct access to cutting-edge research and facilities. More information: www.mdynamix.de

About NewtonDynamiX Inc.

NewtonDynamiX Inc. was established in September 2025. As a subsidiary of NewtonWorks, which has conducted business in Japan for over 25 years based on 1D & 3D CAE technology, its primary purpose is to handle MdynamiX products in Japan. We also intend to explore new business opportunities by integrating MdynamiX's expertise in evaluation and test bench business with CAE technology from NewtonWorks. We promise to contribute to Japan's automotive industry.

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