

*Press release 21-06-99*

## **Semcon strengthens its organisation**

Semcon has appointed Knut Simonsson, former Head of Global Marketing at Volvo Car Corporation, who has great international experience. Knut will take up his post as Deputy Chief Executive of Semcon AB as from the 1 September this year. Knut will be working principally with marketing, strategic planning and building up the trademark, both at home and abroad.

"Knut has a great background, having worked successfully in strategic marketing at top level internationally. I view this as very beneficial for Semcon, bearing in mind that we have already taken our first big step internationally by setting up in Norway and Denmark. Knut will make an important contribution to our competence and ensure that our investment produces the expected result. Knut naturally has many other valuable contacts within the automotive industry and will be able to contribute by reinforcing connections for future growth," in the words of Chief Executive Hans Johnson.

### **For further information please contact:**

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*Semcon is one of Sweden's leading industrial consultancy companies. Turnover during 1998 amounted to SEK 708.9 million with currently over 1000 staff. Semcon is active within three business areas: Product and Production Development, Industrial Information Technology and Competence and Process Development.*

*We are certificated according to ISO 9001 and ISO 14001.  
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