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Semcon and Sentient collaborate on unique steering software for the automotive industry

Semcon and Sentient will work together on Sentient's active safety and steering feel software. Semcon's extensive expertise and experience from the automotive industry and international presence will allow us together, to produce Swedish developed technology for the global market and provide the know-how and implementation of this new technology.

"We are convinced that the software will benefit our customers in the automotive industry and are proud to introduce the patented technology to help customers integrate and develop this technology in steering control," says Stefan Ohlsson, Business Area Manager, Automotive R&D at Semcon.

Semcon's comprehensive, qualified engineering services will allow us, together with Sentient, to quickly deploy a project team with an extensive level of expertise to deliver and integrate Sentient's software. This could include everything from an initial presentation of the technology to integration and long-term maintenance agreements on a number of local markets.

"That Semcon is choosing to collaborate with us in launching our patented Driver Torque Principle internationally is a seal of approval, guaranteeing our ability to quickly take on new customers. We see great potential in Semcon's international market presence and is in line with Sentient's prioritized markets, such as Germany," says Per Adolfsson, Co-operative Director at Sentient.

Semcon and Sentient share the view of quality-assured deliveries in development projects and product integration. One of the world's leading truck manufacturers has already launched products using Sentient's software and we see huge potential in the international automotive market, where local presence is important. Many end-users will be able to experience directionally stable, comfortable, premium steering, which intelligently helps avoid dangerous situations.

Semcon is a global company active in the areas of engineering services and product information. The Group has 3,000 employees with extensive experience from many different industries. We develop technologies, products, plants and information solutions along the entire development chain and also provide many services including quality control, training and methodology development. Semcon boosts customers' sales and competitive strength by providing them with innovative solutions, design and solid engineering solutions. The Group had a sales of SEK 2.6 billion and activities at more than 45 cities in Sweden, Germany, the UK, Brazil, Hungary, India, China, Spain and Russia

Sentient is a Gothenburg-based, co-operatively owned and managed developer of active safety software products for cars and heavy vehicles. The software, which is built into the vehicle's steering system, saves lives by helping drivers handle dangerous situations, thus avoiding accidents. The technology also helps towards improved, more comfortable driving. The software products build on patents based on Driver Torque Principle, which assists in the actual steering of the vehicle. The products are sold as *S⁺ Premium Steering*, resulting in light steering at low speeds, automatic steering wheel centering, good directional stability and helps prevent road-surface interference being transferred to the steering wheel. The patent is also a platform from which to develop new active safety functions. For more information go to: www.sentientplus.com

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