

# GOODRIDGE

## CASE STUDY

Originally formed in 1969, Goodridge rapidly established a core business of importing aircraft steel braided hose for the UK motor sport market. The continued success and expansion in this market allowed the company to develop its own manufacturing base. Through continued product development, Goodridge were able to form a network of Global subsidiaries, initially in France followed closely by Japan, Benelux, Spain, Germany and three locations in the United States.

Over the last 15 years the group has developed its original equipment manufacturing capabilities in specialist areas of large-scale automotive product, with a client base which includes the most prestigious marques. Built on a solid foundation of core activities, Goodridge provides solutions to technical problems, with rapid response production capabilities and quality standards to meet any clients demands.

They needed to move to a system that would allow them to quickly and easily configure and design. They wanted system that would give them the flexibility they wanted and allow them to input different data types.

SolidWorks has allowed Goodridge to speed up the design process with out massive amounts of training. They are able to communicate better with partners because they can read different file types.

"We bought SolidWorks because its functionality was far greater than any competitor pound for pound. In fact regularly one of the designers will find a trick that allows us to do something even faster. I especially like the toolbox that has saved us a lot of time since we bought SolidWorks. We have also found SolidWorks to be very responsive, we wanted something that was in the product and they are developing it for the next release. I was very impressed with that"

