



## **FORWARD ENGINEERING EXPANDS GLOBAL TEAM WITH THE ESTABLISHMENT OF FORWARD ENGINEERING NORTH AMERICA**

February 20, 2020

Forward Engineering GmbH

Munich, Germany, February 20<sup>th</sup>, 2020 – Forward Engineering GmbH (FE), a global engineering and consulting firm specializing in enabling cost effective inclusion of fiber reinforced polymer composites in serial mass-produced automotive structures, is proud to announce the establishment of Forward Engineering North America, LLC (FENA) and the appointment of Adam Halsband as Managing Director of North American Operations headquartered in Royal Oak, MI, conveniently located within minutes of leading and emergent global Automotive OEMs, Tier Manufacturer and Material Supplier Technology Centers.

The Forward Engineering team has been supporting North American clients and collaborating with regional technology partners on the accelerated adoption of composite intensive mixed material solutions since several years. Electrification, automation and demand for cost effective innovation has fueled a steadily increasing demand for FE's unique production-based design and engineering services in the North American market.

FENA's mission is to provide local responsive design and engineering services, leveraging and growing the innovative portfolio of composite intensive mixed material solutions know-how that FE has developed through their industry leading and award-winning automotive design and development programs.

"We are excited to have achieved our long-time goal of establishing Forward Engineering North America," said Georg Kaesmeier, Managing Director, Forward Engineering GmbH. "With Adam [Halsband] leading the FENA team we are confident that we can continue meeting and exceeding our customers' and partners' expectations"

"I am honored to have earned the confidence of my colleagues and to be appointed as Managing Director of FENA," shared Adam Halsband. "In the coming weeks we will be able to provide more information about our new office in Metro Detroit which will mark another key milestone for Forward Engineering globally."



To learn more about Forward Engineering North America and how the global FE team can support you in reaching your structural design goals, please contact Adam Halsband at [halsband@forward-engineering.com](mailto:halsband@forward-engineering.com).

#### **Media Contact**

Robert Maier, Marketing Communications

[maier@forward-engineering.com](mailto:maier@forward-engineering.com), +49 89 12113289-501

#### **ABOUT FORWARD ENGINEERING**

Forward Engineering (FE) is a Global Engineering and Consulting firm based in Munich, Germany with offices and representation in Japan, China and the US, that specialize in enabling cost effective inclusion of fiber reinforced composites in serial mass-produced automotive structures.

From concept development through serial production validation of both composite intensive as well as mixed material designs; FE supports OEMs and Tier Suppliers to enable the realization of Functional Lightweight solutions of increased value beyond lighter weight.

FE's unique capabilities in "Production Based Engineering" design and simulation accelerates product development, from concept through detail design phase, resulting in reduced iterations during FEA/Crash Simulation, higher confidence levels in detail design as well as production capable and validated solutions with accurate cost estimates. Working together with their global partners in academia, public and private institutes as well as technology development firms, Forward Engineering is able to deliver comprehensive solutions quickly and efficiently.

For more information about Forward Engineering, visit [www.forward-engineering.com](http://www.forward-engineering.com).