

# SUPERCHARGED DESIGN

A ROADMAP TO SMARTER PERFORMANCE



OFFICIAL WORKSTATION PARTNER

Speed is the ultimate competitive advantage in product development.

Designers must race against market trends, emerging customer needs, and constantly evolving technologies.



## START WITH DESIGN

Lenovo Workstations up to **30% faster** compared to other high-performance PCs<sup>1</sup>



Lenovo ThinkPad P1

1

Multiple design teams work simultaneously, building a detailed picture of every single element that will be part of the new, high-performance car.

Lenovo ThinkPad mobile workstations, powered by NVIDIA® Quadro RTX™, bring flexibility to the design process, enabling real-time collaboration, no matter where people are based.

Lenovo Workstations perform **50% better** for CAD<sup>1</sup>



Lenovo ThinkStation P520

2

## RUNNING THE SCIENCE

Aston Martin engineers challenge the style and design of any new build, using computer-aided design and engineering programs to run validity and reliability tests.



Generate more options for review faster, with NVIDIA Quadro RTX. Using interactive cinema-quality ray tracing creates a predictable visualization of products for Aston Martin.

Lenovo ThinkStation P520

## BRINGING DESIGNS TO LIFE

The prototype and modelling stage of development gives customers and engineers the opportunity to engage with the design before it's fully finished.

Lenovo Workstations **350% better**<sup>1</sup> performance when using 3D graphics on Lenovo Workstations



3

Lenovo Workstations, powered by NVIDIA Quadro RTX technology generate detail-rich, photorealistic renders that can be explored from every angle.

Lenovo ThinkStation P920 brings ideas into Virtual Reality across industries. Developing architectural projects or delivering immersive entertainment media, supported by up to two NVIDIA Quadro RTX 8000 graphics cards.

4

## FINISHING TOUCHES

Aston Martin is obsessed with authenticity. Customers expect premium materials, high quality leather and sleek wooden elements as part of their build.

**Speed to market is vital, but so is finishing in style.**

Lenovo Workstations, powered by NVIDIA Quadro RTX record each step of the car-building journey, meaning attention to detail now takes place in digital and physical spaces simultaneously.

More than **40hrs** Handcrafting every interior trim



Lenovo ThinkStation P620 with ThinkVision P27q Monitor

**DESIGN HAS TO SOLVE A PROBLEM - ADDING BEAUTY MAKES IT EVEN MORE DESIRABLE.**

Marek Reichman, EVP and Chief Creative Officer at Aston Martin



NVIDIA Quadro RTX powered workstations combine real-time ray tracing, advanced shading, and AI-enhanced tools to deliver GPU accelerated performance for the most demanding professional applications and compute intensive workloads.

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**20%** improvement in efficiency of end-to-end tech solutions can be achieved by transforming record systems at the edge<sup>2</sup>



## GET EVEN MORE DETAIL

**LENOVO AND ASTON MARTIN ARE COMMITTED TO THE SMARTER PURSUIT OF PERFECTION**

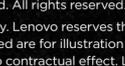
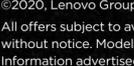
Find out how Lenovo can help your business discover new efficiencies and ensure every result is delivered with outstanding quality.



Lenovo ThinkPad P15v

<sup>1</sup> Independent benchmark tests. Workstation vs PC: In the Race to Meet Design Deadlines, Which Option Wins? Cadalyst.  
<sup>2</sup> 'Enhancing the Tech Backbone' (2020) <https://www.mckinsey.com/industries/advanced-electronics/our-insights/enhancing-the-tech-backbone>

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