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Lectra Names Javier Garcia Director of Strategic Manufacturing Accounts

Based at headquarters in Paris, Javier Garcia will aim to reinforce the company's partner relationships with its major worldwide customers

Paris, February 23, 2012 – Lectra, the world leader in integrated technology solutions dedicated to industries using soft materials—textiles, leather, industrial fabrics, and composite materials—is pleased to announce the nomination of Javier Garcia as director in charge of strategic Manufacturing accounts.

Reporting to Edouard Macquin, group sales director, Javier Garcia has been entrusted with the mission of piloting Lectra's worldwide sales activities with major Manufacturing clients in the automotive, fashion, aeronautics, and industrial fabrics industries.

For more than 11 years, Javier Garcia was sales director in Greater China, first with Investronica and then with Lectra after its acquisition of Investronica. His performance played a major role in the excellent financial results of the company in that region.



“Lectra is now leader in the Chinese market. With revenues multiplied by nearly two over the past two years in China—exceeding the pre-crisis levels by 9%—Lectra is experiencing in particular very strong development in the automotive market, with local manufacturers as well as with Chinese organizations of large Tier 1 suppliers in automotive interiors and airbags, such as Autoliv, Faurecia, JCI, Lear, and TRW,” said Daniel Harari, Lectra CEO. “Javier’s nomination is part of a worldwide sales team reinforcement plan which aims to accelerate Lectra’s development over the next 24 months and to accompany its customers in their after-crisis challenges.”

“Strengthened by his vast experience with major international customers and by his sales success in Greater China, Javier has all the qualities and experience necessary for reinforcing Lectra’s position, already a long-term partner of worldwide leaders in the fashion, automotive, and aeronautics industries. Javier’s two priorities are to establish, along with his team, a worldwide program for developing long-term relationships with our major Manufacturing customers and to win over new customers,” said Edouard Macquin.

“Lectra is a relational value player. With in-depth knowledge and experience in our customers’ businesses, our teams can successfully analyze their challenges, anticipate their needs, accompany them in their transformation, and provide them with innovative solutions to guarantee the best return on investment,” added Javier Garcia. “I am very honored to take on the direction of Lectra’s strategic Manufacturing accounts and to support our teams as we continue to strive for proximity and excellence.”

This nomination comes shortly after Lectra’s announcement of its new leather offer, Versalis[®], which represents a major technological advance, and during a time in which the sales of Vector[®] cutting solutions have captured the majority of major accounts worldwide.

About Lectra

Lectra is the world leader in integrated technology solutions that automate, streamline, and accelerate product design, development, and manufacturing processes for industries using soft materials. Lectra develops the most advanced specialized software and cutting systems and provides associated services to a broad array of markets including fashion (apparel, accessories, footwear), automotive (car seats and interiors, airbags), and furniture, as well as a wide variety of other market sectors, such as the aeronautical and marine industries, wind power, and personal protective equipment. Lectra serves 23,000 customers in more than 100 countries with 1,350 employees and \$287 million in 2011 revenues. The company is listed on NYSE Euronext.

For more information, please visit www.lectra.com.

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