



FOR IMMEDIATE RELEASE

**Lectra and The Myron E. Ullman, Jr. School of Design (UC DAAP)
forge automotive partnership in higher education**

*DesignConcept to be implemented
by top-ranked American exploratory design studio*

Paris, January

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About UC DAAP

Established in 1819, the University of Cincinnati, a Tier 1 Research Institution, is the home of the world-renowned