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**\*\*Editor's note: For those interested in a demonstration or screenshots of the software, please contact Erin Meyer at [erin.meyer@optimumg.com](mailto:erin.meyer@optimumg.com) or +1 303 752 1562.**

**DEVELOP A TIRE FOR A CAR, OR A CAR FOR A TIRE**  
Experience the fastest tire data visualization and modeling software on the market

The collection and analysis of tire data is an important, but often neglected area of vehicle dynamics. As the only elements of the car in contact with the ground, tire characteristics drive many design decisions, and tire models are arguably the most important part of an accurate vehicle dynamics model.

Released on the market today, OptimumT is a powerful tire data visualization and tire modeling tool that allows better insight into how a particular tire operates and allows users to run more accurate vehicle simulations.

OptimumT is the most efficient way to utilize tire data:

- Fit tire models from raw data collected through laboratory tire testing or on-track testing.
- Display tire data and models in 2D and 3D visualizations of force and moment data.
- Create custom graphs or use predefined templates.
- Compatible with all major vehicle dynamics simulation codes, OptimumT supports the fitting and analysis of numerous tire models, imports and exports data from Excel, CSV/ASCII, TIR or TYDEX files.
- Can be integrated into Excel and Matlab calculations.
- Quickly change between coordinate systems and units throughout the entire process.

But the most impressive feature of OptimumT is its speed. "With OptimumT, it takes us three days to do the fitting and analysis that used to take us two weeks," says Ben Michell, Senior Design Engineer at Dunlop Motorsport, who has been working with the beta version of OptimumT for a year.

Those interested in OptimumT are encouraged to [view the brochure online](#), read "[Tech Tips](#)" on how the software can work for them, and [request a free trial](#).

OptimumT was developed by engineers at OptimumG, an international vehicle dynamics consultant group that has helped automotive and race car teams enhance their understanding of vehicle dynamics and data acquisition through seminars, consulting and software development. For more information on the OptimumG, visit [www.optimumg.com](http://www.optimumg.com).

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