

BMW Group

U.S. Press Information

For Release: May 21, 2024

Contact: Phil Dilanni
BMW of North America, LLC
(201) 571-5660 / phil.dilanni@bmwna.com

BMW i Ventures Announces Investment in Simr.

Mountain View, Calif. – May 22, 2024 - BMW i Ventures announced today an investment in [Simr](#), a cloud simulation company that gives engineers a single platform for using any compute resources with any leading simulation tool. The company's newly launched Simulation Operations Automation (SimOps) platform has the potential to revolutionize how engineers design, verify, and test products by automating sophisticated simulations in the cloud. Simr secured \$20M in Series A funding led by Uncorrelated Ventures, with investments also from BMW i Ventures and Earlybird Venture Capital. The funding will drive further expansion into North America and Europe, while also growing the company's engineering and product innovation teams.

With the launch of SimOps, Simr (formerly known as UberCloud) is making cutting-edge practices in computer simulations available to design engineers everywhere. The platform not only enables the implementation of SimOps best practices, but also boosts innovation and productivity among design engineers, while enabling IT and operational control. Simr is closely partnered with leading simulation platform providers including Ansys, Siemens and Dassault Systèmes.

Company
BMW of North America, LLC

BMW Group Company

Mailing address
PO Box 1227
Westwood, NJ
07675-1227

Office address
300 Chestnut Ridge Road
Woodcliff Lake, NJ
07677-7731

Telephone
(201) 307-4000

Fax
(201) 307-4095

Internet
bmwgroupna.com

"SimOps has the potential to revolutionize how companies design complex, breakthrough products by letting teams iterate and test their ideas in the time they were previously forced to waste waiting for simulations to be completed," said Baris Guzel, Partner, BMW i Ventures. "SimOps gives engineering teams the power to explore more options faster, and at lower cost. As manufacturing continues to evolve towards more digital and simulation-driven development processes, Simr is well-positioned to play a pivotal role in this transformation."

- more -



“Simr lets engineers design better products by giving them the ability to design and validate literally anything they can conceive of at previously unimaginable speed,” said Burak Yenier, Co-Founder & CEO, Simr “As demonstrated by the traction we have with the world’s top companies and the support of our investors, there is a strong need for these unique innovations. SimOps is the much-needed new engine of manufacturing simulations.”

#

About BMW i Ventures.

BMW i Ventures is the independent venture capital firm of BMW Group. From offices in Silicon Valley and Munich, BMW i Ventures invests in early to growth-stage companies defining the future of automotive, sustainability, manufacturing, and supply chain. Since starting in 2011, the firm has \$800M under management and has invested in over 75 startups, including Bcomp, Boston Metal, Cellink, ChargePoint, GaN Systems, Motorway, Tekion, and Xometry. For more information: <https://www.bmwiventures.com/>

About Simr.

Simr is on a mission to help companies thrive by embracing SimOps, the practice of automating simulation processes. Founded by engineers to help engineers, EVERYTHING we do enables engineers to bring new ideas to life rapidly. Compatible with any compute platform, our self-service high-performance platform allows engineers to quickly and securely design and test their product ideas using familiar workflows and simulation tools within their environments, granting them complete and exclusive control over their simulation workflows and data. At Simr, we’re committed to making SimOps a new manufacturing design standard. For more information, please visit <https://www.simr.com/>

#