

Big Dog Motorcycles Saved Design Time by 70% and Implemented a Highly Effective Top-Down Design Methodology with Pro/ENGINEER



Big Dog Motorcycles, LLC, started production in 1994 and has since built over 20,000 motorcycles, becoming the world's largest manufacturer of custom motorcycles.

PREVIOUS CAD

- Displaced SolidWorks & Inventor

BUSINESS INITIATIVES

- Adopt a comprehensive 3D CAD application that can design complex and customized products in a short period of time
- Become more innovative and creative with bike designs and ideas

SOLUTION

- Sequoia, an authorized PTC reseller, deployed Pro/ENGINEER Interactive Surface Design (ISDX) and Pro/ENGINEER Advanced Assembly (AAX)
- Pro/ENGINEER ISDX provides maximum feedback and allows rapid and extreme surface design and mounting of the fuel tank
- Pro/ENGINEER AAX provides the easy 3D top-down assembly process

RESULTS

- Decreased design time for the first fuel tank by 70% by using Pro/ENGINEER ISDX
- Promoted accurate vehicle-down design working from master models of the entire bike

“The two greatest advantages that Pro/ENGINEER provides over previous software are the excellent complex surfacing capability and the handling of large assembly models. With Pro/ENGINEER ISDX, we are able to go through multiple iterations quickly. Pro/ENGINEER AAX automates our CAD model assembly process, reducing errors by allowing all designers to work from the same master model. Pro/ENGINEER is a powerful tool that gives us scalability and top-down design process all in one.”

- Marvin Bachman, New Product Development Mgr, Big Dog Motorcycles, LLC

