# **News Release**

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# **Renesas Electronics Europe Names emtrion European Alliance Partner of the Year 2017 Award Winner**

**Düsseldorf, July 7, 2017** – Renesas Electronics Europe, a premier supplier of advanced semiconductor solutions, today announced that it has recognised emtrion GmbH as its first European Alliance Partner of the Year. The ceremony for this award was held on June, 14th at Renesas’ European Alliance Partner Summit in Munich, Germany. The award recognizes the alliance partner for its end-customer design success, continuous engagement with Renesas, and proactive behavior to provide new ideas for collaboration and joint promotion. emtrion was acknowledged among 200 other alliance partners in Europe. Renesas plans to make the award an annual event and intends to expand it for partners in other countries.

The Renesas Alliance Partner Program includes over one thousand partner companies worldwide. Their specialisations and expertise enable Renesas customers to achieve an edge over their competition and faster time-to-market by making use of trained and highly skilled alliance partners who understand Renesas products. These partners include independent design houses, complementary component suppliers, manufacturing and programming houses, as well as software, tool and training vendors.

emtrion’s growing variety of solutions ranges from embedded hardware and firmware design to software development and series production. From off-the-shelf embedded modules and developer kits to custom developments, emtrion has been a key Renesas partner for over a decade in both industrial and automotive business areas. emtrion delivers software support for innovative Linux® and QNX solutions for R-Car, RZ/A and RZ/G microprocessor (MPU) development boards, and the Renesas Synergy™ Platform.

“We’re very proud that Renesas has decided to honour us with the European Partner of the Year award,” said Ramona Maurer, CEO at emtrion GmbH. “We look forward to continuing our more than ten years’ fruitful collaboration with the company and our joint customers.”

“When considering this award, we looked at successful end-customer design collaboration, continuous and revenue-driving engagement, and proactivity in expanding our partnership to provide our mutual customers a better service,” said Steve Norman, Core Marketing Manager at Renesas Electronics Europe. “emtrion clearly ticked every box.”

**About Renesas Electronics Europe**

Renesas delivers trusted embedded design innovation with complete semiconductor solutions that enable billions of connected, intelligent devices to enhance the way people work and live – securely and safely. The number one global supplier of microcontrollers, and a leader in A&P and SoC products, Renesas provides the expertise, quality, and comprehensive solutions for a broad range of Automotive, Industrial, Home Electronics (HE), Office Automation (OA) and Information Communication Technology (ICT) applications to help shape a limitless future. Renesas was established in 2010 and is headquartered in Japan. With over 800 hardware and software alliance partners worldwide, it has the industry’s largest local support network. Renesas Electronics’ European structure is comprised of two business groups – automotive and industrial – as well as the Global ADAS Centre and the engineering group.

Further information about Renesas Electronics Europe is available at [www.renesas.com](http://www.renesas.com).

Renesas Electronics Europe is also on social media at <http://twitter.com/Renesas_Europe>, <http://facebook.com/RenesasEurope> and <http://youtube.com/RenesasPresents>.

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