

PARKER BROTHERS CONCEPTS

MAKING THE IMPOSSIBLE IN VEHICLE DESIGN POSSIBLE WITH SOLIDWORKS PREMIUM



Using SOLIDWORKS Premium 3D design software, brothers Marc and Shanon Parker have transformed their extreme vehicle garage hobby into a multimillion-dollar company, the hit "Dream Machines" series on the Syfy television network, and a flourishing movie and celebrity vehicle business.

Challenge:

Accelerate the development and production of innovative, cutting-edge vehicles while improving communication with clients.

Solution:

Implement SOLIDWORKS Premium 3D design software.

Results:

- Shortened project completion time
- Supported and sustained “Dream Machines” TV show
- Transformed hobby into multimillion-dollar business
- Responded efficiently to explosive growth in projects

Marc and Shanon Parker always dreamed of making cool cars and motorcycles but didn't anticipate a hobby that started in a 15-square-foot garage would evolve into a multimillion-dollar business and TV show.

The siblings' hobby is now a growing company, Parker Brothers Concepts (PBC), and their dream of working on cool vehicles has become a reality with the 2012 launch of their “Dream Machines” series on the Syfy network. Each episode features the development of a “dream machine,” one of the contracted vehicles they create for clients ranging from rapper/actor/entrepreneur 50 Cent, to wrestler/actor John Cena, to Hollywood movie studios. Marc Parker, PBC co-owner, modestly says it all happened by accident.

“Shanon and I were working construction, but we had always worked on cars and motorcycles for fun,” Parker recalls. “In 2011, we saw photos of the motorcycle from the ‘TRON’ movie and decided to build it, something that many said couldn't be done. Making the impossible possible is really the only challenge we need. We built the motorcycle and put a video on YouTube, and our phone started ringing off the hook.”

When representatives of Syfy called to say they wanted to feature the Parkers in a new TV series, PBC was born. However, the transition from hobby to business required an efficient design platform. “Initially, we needed to be able to create visual references for clients and the TV show,” Parker explains. “Then, with the onslaught of business we received, we needed to become more accurate, productive, and efficient, and accelerate the work. We chose SOLIDWORKS® software.”

PBC chose SOLIDWORKS Premium design software because it's easy to use, includes 3D photorealistic rendering capabilities for communicating with clients, and provides precise tolerance and engineering information for production. SOLIDWORKS is also the solution of choice for PBC's resident CAD guru, Shanon's son Corey, and for students from the Florida Institute of Technology, who work with PBC.

“The biggest benefit of using SOLIDWORKS is the precision it provides,” Parker stresses. “The ability to build everything and fix mistakes digitally saves a lot of time and money. The machines that we're building have become more complex. The deadlines are tight. We have to work out our tolerances and clearances before fabricating so we get it right the first time. SOLIDWORKS helps us do that.”

TV SHOW SPAWNS EXPLOSIVE GROWTH

Following the launch of “Dream Machines”, PBC's business skyrocketed. The company relies on SOLIDWORKS Premium software to efficiently execute its increasing number of projects. “We're now working four or five projects each month and completing them in two to three weeks—with many projects overlapping,” Parker says. “Having SOLIDWORKS is key to what we're doing. Our growth rate is phenomenal. Without tools like SOLIDWORKS, managing our growth would be impossible because we would have hit a brick wall.

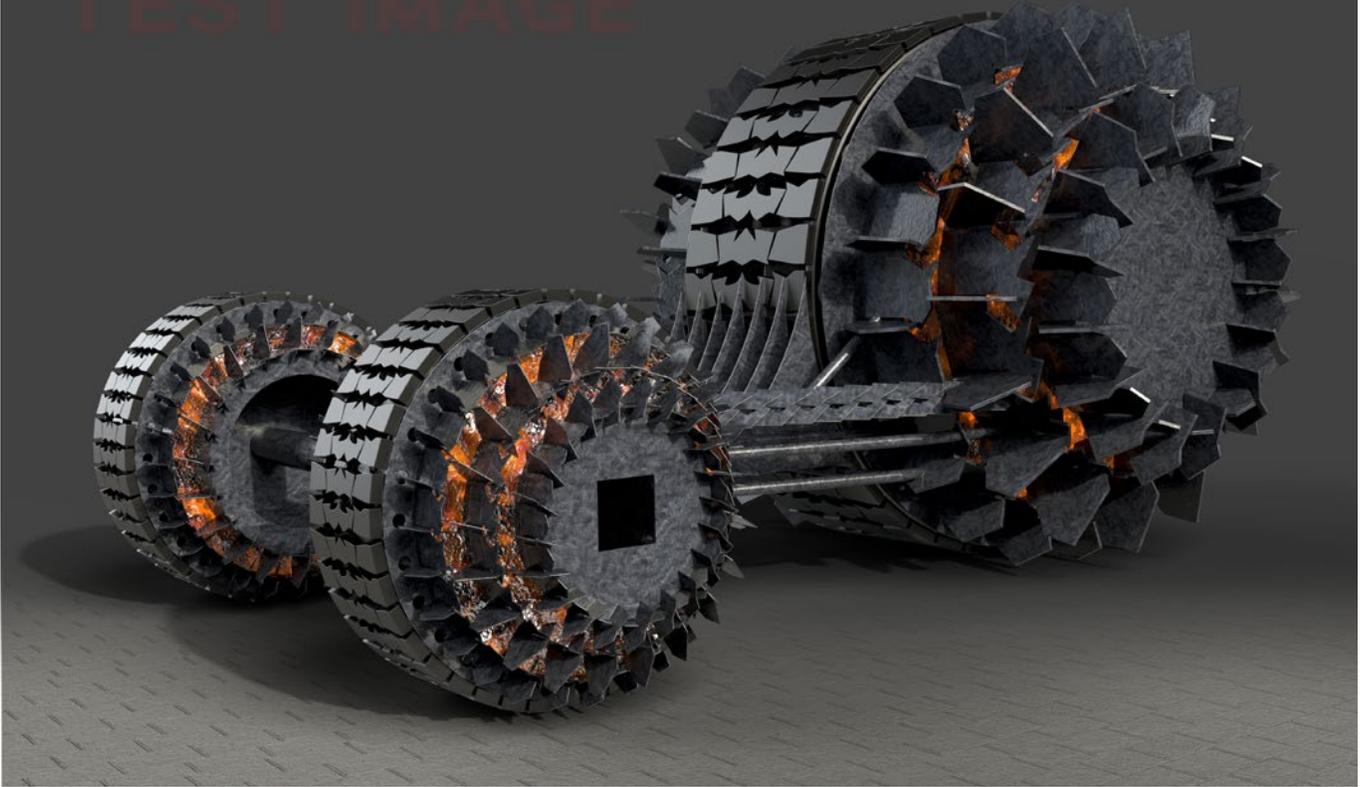
“Sustaining our creativity, innovation, and quality with this kind of growth is all about ensuring accuracy and maximizing throughput,” Parker continues. “SOLIDWORKS saves us a ton of time and money, and helps us maintain high levels of fit, finish, and quality control as we grow.”



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— Marc Parker, Co-Owner

TEST IMAGE



SHREDDING THE *BATTLESHIP* RED-CARPET PREMIERE

A challenging project for which SOLIDWORKS proved indispensable was the Shredder vehicle from the movie “Battleship”. “The Shredder is a six-foot-tall, hubless wheel powered by four motors with a large number of interlacing blades on the exterior,” Parker recounts. “We had two weeks to build what is probably one of the most complex vehicles ever created and get it to Hollywood for the red-carpet premiere of “Battleship”.

“We had to deal with extreme tolerances on the interlacing blades, and that’s where SOLIDWORKS really showed its muscle,” Parker adds. “While a 3D rendering might look cool, we need the actual engineering data to build a machine like the Shredder and make it function. SOLIDWORKS lets us do both.”

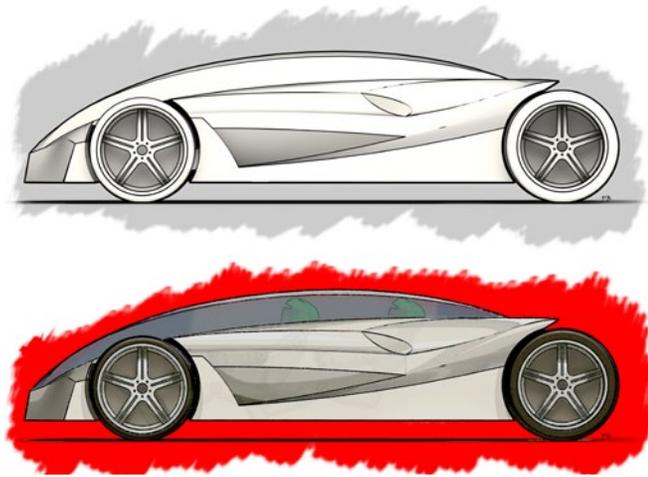


Parker Brothers Concepts uses SOLIDWORKS Premium software to develop extreme vehicles for movies, like the Shredder from the film “Battleship” at top, as well as advanced concept cars for celebrity clients.

BUILDING A MILLION-DOLLAR CAR

What's next on the dynamic sibling duo's list of projects?
Building a million-dollar supercar.

"We constantly ask ourselves: what will cars look like in the year 3000?" Parker says. "Being able to design and build cars for celebrities, royalty, and Hollywood studios allows us to really push the envelope to make the car of the future exactly what we want it to be. When you're building a supercar that goes 200mph and competes with a Lamborghini or Ferrari, every aspect of the car has to be perfect. SOLIDWORKS enables us to make sure that we get the design and engineering right."



Focus on Parker Brothers Concepts
VAR: ModernTech, Orlando, FL, USA

Headquarters: 2335 Aurora Road
Melbourne, FL 32935
USA
Phone: +1 321 242 6770

For more information
www.parkerbrothersconcepts.com

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