

# SPEAKING ENDURICAN

**Endurica**  
Get Durability Right®

## What's New: Wins, Code & Conference Highlights

### WINNING ON DURABILITY

#### Endurica User SPOTLIGHT

Geely Auto Group, an automotive OEM based in Hangzhou, China, was founded in 1997. Geely employs more than 50,000 people; operates 12 plants and five global R&D centers. Geely is the first Chinese automotive manufacturer to sell more than 10 million units globally. The group manages several leading brands including Geely Auto, Lynk & Co., Zeek, Volvo, and Lotus. Geely Auto Group is also the global strategic partner to Malaysian national automaker PROTON. The firm has been a Fortune 500 company since 2011.



Testing and validating rubber parts is a long and expensive process. Endurica's simulations help us shorten the design phase and our bushings and other elastomeric components achieve the requirements when full vehicle validation is done. Endurica helps us meet our durability requirements.

— Wenzheng Cheng  
Senior Expert on Durability  
Geely Automotive

[Read the Geely Case Study](#)

### WINNING ON DURABILITY

#### Endurica User SPOTLIGHT

Beijing University of Chemical Technology (BUCT) is a National Key University known for its strong research focus, industrial partnerships, global engagement and international collaboration. BUCT's chemical engineering program is ninth in



the Academic Ranking of World Universities. The rubber science program has 300 students, with 100+ pursuing their Ph.D. through research in the Center of Advanced Elastomer Materials (CAEM) Lab. Numerous scientific articles have been published in leading journals and multiple national awards have been attributed to work at the CAEM Lab.



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The investigation successfully obtained fatigue crack growth rate curves for rubber nanocomposites across a wide tearing energy range. The characterization study proceeded smoothly with the help of the ISA, which significantly enhanced our

[Read the BUCT Case Study](#)

## European Rubber Journal Reports on Endurica Community Conference

**ERJ** European Rubber Journal

News

Focus

Digital Edition

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## Rubber & tire industry tuning into durability modelling

15 May 2026

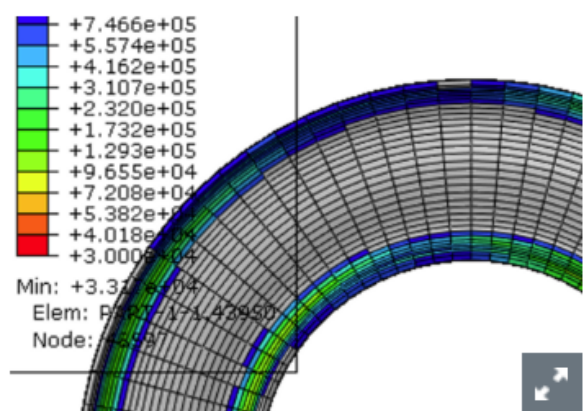
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Wide-ranging applications for advanced simulation highlighted at Endurica software users event

Belval, Luxembourg – New advances and applications in the field of rubber durability modelling were presented at the Endurica Community Conference held 5-6 May in Belval, Luxembourg.

In general, the conference put a spotlight on how fracture mechanical analysis and simulation modelling are gaining traction across rubber materials and product R&D.

More particularly, the wide-ranging presentations suggested growing adoption of predictive,



[Read the ERJ Article](#)

Highlight of Latest Release:

# Continuous Improvement Gains



SHEAR CYCLE	LATERAL STRAIN		
	NONE	12½% COMPRESSION	25% EXTENSION
-25% TO +25%	A 7-MILLION	D 20-MILLION	G 12-MILLION
0% TO 50%	B 1-MILLION	E 2-MILLION	H 2-MILLION
75% TO 125%	C 15-MILLION	F 2-MILLION	I 40-MILLION

This release includes a new example validating critical plane analysis against a series of cases involving combined tension/compression/shear loadings, studied originally by Cadwell and coauthors. Error checking constraints on the volumetric parameters of the polynomial hyperelastic law were relaxed to admit negative coefficients. It also includes improvements to the Ansys Mechanical and Abaqus CAE plugin interfaces, as well as [READ MORE](#).

## Calling all Customers: See What's Next for Endurica

**I Speak**  
*Endurica*  
Get Durability Right

**FATIGUE NINJA FRIDAY**  
**ENDURICA'S NEW USER EXPERIENCE**  
JUNE 5, 2026 @ 10 AM EDT (UTC-4)

Fatigue Ninja Friday webinars keep our clients up-to-date on the latest developments and workflows in Endurica's solvers. **There is no charge for this advanced training.** Once aired, this episode will become part of Endurica Academy. EVERY Endurica user gets access to the entire Fatigue Ninja Friday toolkit at no extra charge. If you are a user and are not yet receiving invitations to our Fatigue Ninja Friday series, please email [Pauline Glaza at pwglaza@endurica.com](mailto:Pauline_Glaza@endurica.com)

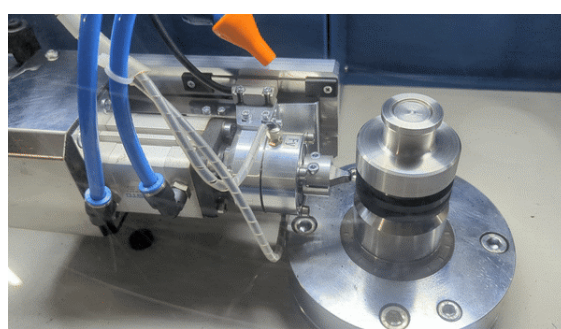
## Next Up: Learn the Science of Rubber Durability

**Characterizing Elastomer Fatigue Behavior for Analysis and Engineering**

**1-5 June 2026**  
**Dr. Tom Ebbott, Instructor**  
Learn the essential principles and practices of material characterization for fatigue life prediction, and strategies and procedures for planning effective fatigue test programs as well as making effective use of crack nucleation and fracture mechanics tools.

Learn More / Register

## WoD 30 Coesfeld Instrument Spotlight Instrumented Chip & Cut Analyzer



Also Does Friction and Wear Measurements



**Rubbernecking is an interesting thing that makes us look twice.**

**Rowdy Rubber: Weird, Wild, and Whacky Ways People Have Used Rubber Throughout History** It's safe to say that history wouldn't be the same if it weren't for rubber.