

## *'à la carte' PR*

4026-F Providence Road, Charlotte NC 28211

### **NASCAR Vehicle Dynamics and Suspension Tuning**

**OEM vehicle development, racing programs and vehicle Suspension Solutions**



**Philip Morse**  
President  
Morse Measurements

Founded in 2003, Morse Measurements LLC is an independent, privately held company, with no vehicle manufacturer or race team affiliations.

Phil Morse and Bob Simons, two bright young mid-west engineers, teamed up to nurture their suspension engineering acumen and business idea into the reality of the Morse Measurements test facility in the heart of NASCAR country.

Their specialty is Suspension Kinematics and Compliance (K&C) testing and associated consulting.

Phil, Bob and their engineering team apply a blend of practical experience with the latest prediction and testing tools. They also undertake design, development and quality consulting projects often advancing the state of the art. Their K&C work lead them to the purchase of an Anthony Best Dynamics Suspension parameter Measuring Machine (SPMM) in 2004.

**Hear Phil discuss** how Suspension Kinematics and Compliance testing has become a vital part of OEM vehicle development and racing programs, assisting development and manufacturing engineers in the design, tuning, simulation and quality adherence of vehicle suspension systems for improved handling. By measuring in their testing facility – where everything is accessible and repeatable - clients can substantially reduce costs associated with on-road/track test sessions.

Historically, comprehensive suspension Kinematics and Compliance testing has been the domain of a few large automobile and tire manufacturers, but Morse Measurements LLC changed all that by opening a truly public suspension K&C test facility - the first of its kind in North America.

Their story has been reported in several national publications including the cover page of the FasTrack Racing Journal. Morse Measurement engineering contributions are available on the Society of Automotive Engineering (SAE) website.

Phil Morse worked at Honda Automotive in Research and Design for eight years as a senior engineer in the Suspension/Handling research group.

He has experience with vehicle dynamics & elasto-kinematic suspension simulation, test-driving, data acquisition, and vehicle lab testing.

Phil has worked with passenger vehicles and production-based racers, and has designed special Kinematics and Compliance data integration strategies for Formula 1 and NASCAR racing teams.

In his spare time, you might find Phil reading, fishing, or pretending to play the guitar.

Phil graduated from Purdue University where he earned a Bachelor and a Masters degree in Mechanical Engineering.

