

CASE STUDY – Zeroshift

Knowlhill-based Zeroshift Ltd has developed two global benchmark technologies. The first is the world's most efficient and lowest-cost automotive automatic transmission, now in paid application programmes with global manufacturers.



Secondly, the company's Intelligent Tool Control is a global military and civil benchmark for the prevention of foreign object damage in aircraft manufacture and maintenance.

Zeroshift won the Overall Bright Sparc Award 2008, which recognised that the company best exemplified true technology-led innovation.

Bill Martin – founder of Zeroshift and inventor of the transmission system – said: “Zeroshift Ltd started in Milton Keynes in 2002 with two of us. We are now 25 in Milton Keynes and have offices in the USA, France, Netherlands, Japan, Korea and India.”

“Milton Keynes is in motorsport alley so we've been able to recruit talented engineers and staff, many from other places and countries.

They all like Milton Keynes and have settled in well, buying houses and placing their children in local schools. We're surrounded by great suppliers, law firms, patent attorneys and accountancy firms - all just minutes away. We're close to airports for our travel and visitors, and it's easy to get to London by train for meetings. There are good hotels for our customers when they visit from abroad – as well as great restaurants, shops, clubs, action entertainment, parks, lakes and suburbs. I live on a marina off the Grand Canal– and can travel by boat to great pubs. My friends from London are envious!”

Bill Martin, managing director, Zeroshift

Information for editors:

The Sparc Technology network is managed by the Milton Keynes Enterprise Hub for knowledge-based organisations, technology-led individuals and organisations who are seeking to develop face-to-face networking opportunities, whether they are in academia, a start-up, an existing business or an incoming business. The network runs regular monthly events featuring high profile keynote speakers and competitive pitching for local technology led businesses. Free membership to the network is available to those working within technology led sectors giving reduced price entry to events. For more information please contact:

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