



1000 N. Main Street
Mansfield, TX 76063, USA
mouser.com

(817) 804-3800

For Immediate Release

Innovative Design Wins 2nd Mouser Electronics 500 Engineering Challenge

August 13, 2012 – [Mouser Electronics](http://www.mouser.com), Inc., a design-fulfillment global distributor of semiconductors and electronic components, today congratulates Ryan Bollig of Sun Prairie, WI for winning [Mouser's second 500 Engineering Challenge](#). Bollig's innovative design concept helped the Mouser/KV Racing Technology Team find a more effective means of measuring fuel volume during the IndyCar races.

"I thank Mouser Electronics and KV Racing for this opportunity," states Bollig, a mechanical designer at InForm Product Development. "I love racing and I spend every day designing all kinds of products, so participating was a no-brainer, but to be recognized is fantastic! Thank you for the great competition and on behalf of IndyCar fans everywhere, thanks for supporting KV Racing and Tony Kanaan!"

"The Mouser team and KV Racing would like to congratulate Ryan Bollig for being the second winner of the Mouser 500 Engineering Challenge," states Larry Johannes, Mouser Vice President of Strategic Marketing. "It's this kind of passion for technology that makes innovation possible. We are excited to see how design engineers will approach the third and final challenge."

The Mouser 500 Engineering Challenge is a series of three design challenges posed to electronic design engineers and racing enthusiasts, asking for innovative solutions to difficult matters for IndyCar racing. The third challenge, which runs now through September 15th, invites participants to design a damper insulation pad to protect the car's shock absorbers during a race. Ten solutions deemed to be the best from the challenge will be reviewed by the Mouser/KV Racing Technology Team and the finalist whose solution is judged to be the best will win an Apple iPad 3. All three First Prize iPad winners from each challenge will be entered to win the Grand Prize of an autographed Tony Kanaan racing helmet.

The third challenge involves the design of a damper insulation pad. Each IndyCar uses 4 dampers (shock absorbers) as part of its racing suspension. During race conditions, the dampers are subjected to heat due to the rear dampers' proximity to the engine and high loads. The challenge is to design a damper insulation pad that can be heated or cooled to maintain and monitor an optimal operating temperature of 80°C +/-5°C throughout the race. This will require two separate insulation pad systems (front & rear) with a single control unit. Full information with details on how to participate and complete contest rules can be found at <http://www.mouser.com/500challenge>.

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The contest is part of Mouser's extensive racing program. The company first set its sights on an IndyCar sponsorship last year as an innovative way to connect with the industry's top engineers, and as a high-tech platform to showcase its valued supplier partnerships. Joining Mouser as co-sponsors for the 2012 Izod® IndyCar Series are [TTI, Inc.](#), [Murata](#), [Molex](#), [TE Connectivity](#), [Phoenix Contact](#), [Littelfuse](#), [KEMET](#), [Ohmite](#), [Hammond](#), [Harwin](#), [ebm-papst](#), [Omron](#), [BIVAR](#), [Fluke](#), and [Amphenol](#).

After a record-breaking 2011 debut, Mouser has teamed up with IndyCar Champion Tony Kanaan and KV Racing for 2012. Kanaan is now gearing up for the Indy Grand Prix of Sonoma where he will drive the #11 MOUSER ELECTRONICS / GEICO / KV Racing Technology Chevrolet/Firestone IndyCar.

For the latest updates on Mouser's IndyCar news and Tony Kanaan, visit <http://www.mouser.com/indy/>. To view a video interview with Tony Kanaan during his recent visit to Mouser's corporate headquarters, click on <http://mou.sr/GSTKHT>.

With its broad product line and unsurpassed customer service, Mouser caters to design engineers and buyers by delivering What's Next in advanced technologies. Mouser offers customers 19 global support locations and stocks the world's widest selection of the latest semiconductors and electronic components for the newest design projects. Mouser Electronics' website is updated daily and searches more than 8.9 million products to locate over 3 million orderable part numbers available for easy online purchase. Mouser.com also houses an industry-first interactive catalog, data sheets, supplier-specific reference designs, application notes, technical design information, and engineering tools.

About Mouser Electronics

Mouser Electronics, a subsidiary of TTI, Inc., is part of Warren Buffett's Berkshire Hathaway family of companies. Mouser is an award-winning, authorized semiconductor and electronic component distributor, focused on the rapid introduction of new products and technologies to electronic design engineers and buyers. Mouser.com features more than 3 million products online from more than 450 manufacturers. Mouser publishes multiple catalogs per year providing designers with up-to-date data on the components now available for the next generation of electronic devices. Mouser ships globally to over 375,000 customers in 170 countries from its 492,000 sq. ft. state-of-the-art facility south of Dallas, Texas. For more information, visit <http://www.mouser.com>.

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-- 30 --

Further information, contact:
Larry Johannes, Mouser Electronics
Vice President Strategic Marketing
(817) 804-3534
larry.johannes@mouser.com

For press inquiries, contact:
Kelly DeGarmo, Mouser Electronics
Corp. Communications & Media Relations Mgr.
(817) 804-7764
kelly.degarmo@mouser.com