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For Immediate Release

Panasonic Teams with Mouser Electronics to Sponsor the Formula E Dragon Racing Team

February 29, 2016 – [Mouser Electronics](#), Inc. is excited to announce that [Panasonic](#) will join Mouser to co-sponsor the Dragon Racing [Formula E Team](#) for the remainder of the 2016 FIA Formula E all-electric car racing series.

[Formula E](#) is a new global racing series from Fédération Internationale de l'Automobile (FIA), the governing body for world motor sports. Formula E features cars powered exclusively by electric energy and represents a vision for the future of the motor sports industry. The Formula E series serves as a framework for research and development around the electric vehicle, accelerating interest in these cars and promoting sustainability. The series' next race is March 12 in Mexico City, followed by Long Beach, California, April 2, and later races in Paris, Berlin and Moscow with the season finale in London in July.

[Panasonic](#) is an innovator and leader in digital electronics and technology solutions. With a diverse selection of leading-edge products, from sensors to lithium-ion batteries to radio frequency (RF) modules, Panasonic's dedication to advanced technology elevates support for the exciting Formula E series.

"As a leading technology innovator and manufacturer, we are pleased to help support this forward-looking sport that will pave the way for tomorrow's automotive technologies," says Jeff Howell, President of Panasonic Industrial Devices Sales Company of America. "We are thrilled to team up with Mouser and the Dragon Racing team on this exciting initiative."

"Panasonic has been one of our valued partners in business for many years, and we are excited to welcome this outstanding company to this cutting-edge racing endeavor," said Todd McAtee, Vice President of Americas, Business Development for Mouser Electronics. "This new form of high-tech auto racing provides the perfect platform to raise awareness for the newest technologies from Panasonic that are available on Mouser.com."

This is the second year that [Mouser Electronics](#), the global authorized distributor with the newest semiconductors and electronic components, is sponsoring [Formula E](#) racing.

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 21 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 many times per day and searches more than 10 million products to locate over 4 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 4 million products online from more than 500 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 500,000 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>. To learn about the Formula E series and view a detailed schedule, visit www.mouser.com/formula-e/.

About Panasonic Industrial Devices Sales Company of America

Panasonic Industrial Devices Sales Company of America is the advanced industrial components and electronic devices sales division of Panasonic Corporation of North America, the principal North American subsidiary of Panasonic Corporation. The company provides cutting-edge components that power a diverse range of wireless and mechanical devices. Standard and custom components range from industrial automation devices to passive components, relays, connectors, sensors, wireless connectivity, semiconductors and more. Thriving as an innovator of consumer electronics, home appliances, communications, automotive and healthcare, Panasonic is continuously developing and improving cutting-edge, high quality, high technology components that power a diverse range of devices and products. The company is also pursuing advanced environmental initiatives to encourage the growth of environmental awareness and sustainability worldwide.

To learn more about the company, visit <https://na.industrial.panasonic.com>. Follow Panasonic on Twitter @PanasonicElec; additional company information for journalists is also available at us.panasonic.com/news.

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– 30 –

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