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For Immediate Release

Mouser Electronics Sponsors India's Formula Manipal Team at Formula Student Austria Race

August 2, 2018 – [Mouser Electronics](http://www.mouser.com), Inc., the New Product Introduction (NPI) leader empowering innovation, announces that it is a major components sponsor of Formula Manipal, a multi-disciplinary student team from Manipal (India) Academy of Higher Education that strives to design and build next-generation formula-style race cars. Formula Manipal is set to compete at the Formula Student Austria 2018 race at the Red Bull Ring track in Spielberg from July 29 to August 2, 2018.

“From our founding over 50 years ago, Mouser has supported electronics education in many forms,” said Mark Burr-Lonnon, Mouser's Senior Vice President of Global Service & EMEA and APAC Business. “We are proud to sponsor Formula Manipal as the team competes in Austria. Competitions like Formula Student Austria provide students with a platform for innovation and a chance to solve real engineering challenges.”

Formula Student Austria is part of the 2017 – 2018 Formula SAE Competition Series, which challenges teams of university undergraduate and graduate students to conceive, design, fabricate, develop, and compete with small, formula-style vehicles. Teams compete against teams from other universities around the world. Formula Student Austria will showcase 49 teams from all over the world shortlisted from the 100 applicants, including two teams selected from India.

For the past year, Mouser Electronics has been the components sponsor of Formula Manipal. The team uses [BEI position sensors](#) for measuring damper and suspension travel. The team also uses [BeagleBone Black](#) single board computers to communicate with wide range of sensors, servos and other hardware units.

With its broad product line and unsurpassed customer service, Mouser strives to empower innovation among design engineers and buyers by delivering advanced technologies. Mouser stocks the world's widest selection of the latest semiconductors and electronic components for the newest design projects. Mouser Electronics' website is continually updated and offers advanced search methods to help customers quickly locate inventory. Mouser.com also houses data sheets, supplier-specific reference designs, application notes, technical design information, and engineering tools.

About Mouser Electronics

Mouser Electronics, a Berkshire Hathaway company, is an award-winning, authorized semiconductor and electronic component distributor focused on rapid New Product Introductions from its manufacturing partners for electronic design engineers and buyers. The global distributor's website, Mouser.com, is available in multiple languages and currencies and features more than 5 million products from over 700 manufacturers. Mouser offers 23 support locations around the world to provide best-in-class customer service and ships globally to over 600,000 customers in more than 220 countries/territories from its 750,000 sq. ft. state-of-the-art facility south of Dallas, Texas. For more information, visit www.mouser.com.

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