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For Immediate Release

Mouser Electronics Sponsors NXP Cup Autonomous Vehicle Challenge

Students Demonstrate Innovation and Broad Engineering Skills in Racing Competition

April 10, 2018 – [Mouser Electronics](http://www.mouser.com), Inc., the industry's leading New Product Introduction (NPI) distributor with the widest selection of semiconductors and electronic components, today announced that it will be the lead distribution sponsor for the NXP Cup, a global competition where student teams build, program, and race model cars around a track. The EMEA finals of the NXP Cup will take place at the Fraunhofer Institute for Integrated Circuits (IIS) in Erlangen, Germany.

The NXP Cup challenges student teams from around the world to build an intelligent car that can speed around a standardized track. The fastest car to complete the track without derailing wins the race. To create the autonomous car, students build basic circuits and program embedded software using NXP parts included in the entry kit. Students then create motor control hardware and software to propel and steer their intelligent cars and must also incorporate a camera and interface in order to navigate the cars through the track by following a guide line.

Comments Mark Patrick, Mouser's Technical Marketing Manager, EMEA, "The NXP Cup fits perfectly with Mouser's ethos. Students must demonstrate real innovation for a future reality where driverless vehicles are the norm. This requires a thorough understanding of IoT platforms, hardware and software and sensor technologies. We are delighted to assist one of our key franchise partners, NXP, with this event and be the headline sponsor, and we wish all the qualifying teams the best of luck in the final."

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 22 support locations around the world to provide best-in-class customer service and ships globally to over 600,000 customers in 170 countries from its 70,000 m² state-of-the-art facility south of Dallas, Texas. For more information, visit www.mouser.com.

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