

For Immediate Release

Smart Design Wins Grand Prize in Mouser Electronics 500 Engineering Challenge

October 22, 2012 – [Mouser Electronics](http://www.mouser.com), Inc., a design-fulfillment global distributor of semiconductors and electronic components, today congratulates Principal Engineer, Bill Groves of Arlington, MA, for winning both [Mouser's Third 500 Engineering Challenge](#) and the ultimate **Grand Prize Award** of an autographed Tony Kanaan racing helmet. Groves' innovative design concept helped the Mouser / KV Racing Technology Team find a more effective means of monitoring and controlling damper temperature during [IndyCar](#) races.

"This is exciting! Not only for an IndyCar fan but especially as a Tony Kanaan fan," states Groves. "I've already used this contest as a lesson for some of the younger engineers I work with. It is important to think about problems systemically and outside your specific discipline of work – especially when in smaller, leaner teams. I thank Mouser for this amazing opportunity and especially to be in a small way involved with KV Racing's future successes."

"The Mouser / KV Racing team congratulates Bill on his innovative design," says Larry Johannes, Mouser Vice President of Strategic Marketing. "It's this kind of passion for the newest technology that drives real innovation. For us, this season has been extremely rewarding. We've seen our design engineers inspired by the IndyCar team and the IndyCar team inspired by our design engineers."

The Mouser 500 Engineering Challenge involved a series of three design challenges posed to electronic design engineers and racing enthusiasts, asking for innovative solutions to difficult matters in IndyCar racing. The third challenge, which ran through September 15th, invited participants to design a damper insulation pad to heat and cool the car's shock absorbers during a race. Each IndyCar uses four 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 was 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. The final solution required two separate insulation pad systems (front & rear) with a single control unit.

Ten solutions deemed to be the best from the challenge were reviewed by the Mouser / KV Racing Technology Team. Groves won the 3rd Challenge to receive the Apple iPad 3. He and the two other winners from the previous 500 Engineering Challenges were entered to win the Grand Prize of an autographed Tony Kanaan racing helmet. Groves' winning design allowed him to receive this one-of-a-kind piece of racing history. Full information with details and past challenge winners 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.](#), [Sager](#), [Murata](#), [Molex](#), [TE Connectivity](#), [Phoenix Contact](#), [Littelfuse](#), [Panasonic](#), [KEMET](#), [Ohmite](#), [Hammond](#), [Harwin](#), [ebm-papst](#), [Omron](#), [BIVAR](#), [Fluke](#), and [Amphenol](#).

After a record-breaking 2011 debut, Mouser teamed up with IndyCar Champion Tony Kanaan and KV Racing for 2012. The 37-year-old Brazilian drove the **No. 11 Mouser Electronics/GEICO/KV Racing Technology Chevrolet/Firestone IndyCar** to score a podium third-place finish at this year's Indianapolis 500. He also finished second to Ryan Hunter-Reay in the A. J. Foyt Oval Championship.

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 10 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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