



中国 上海
长宁区愚园路 1258 号 绿地商务大厦 15A 楼
07 室
邮编 : 200050
mouser.com

电话: +86 (21) 6360-6111
传真: +86 (21) 6360-0189
电邮: Shanghai@mouser.com

For Immediate Release

Mouser Electronics Sponsors Ho Pin Tung to Race in Porsche Carrera Cup Asia in 2012

Tung first Chinese Driver to Compete in Indy 500 & be an Official F1 Test Driver

April 09, 2012 – [Mouser Electronics](#), Inc., a top design engineering resource and global distributor for semiconductors and electronic components, today announced its sponsorship of Chinese racing sensation Ho-Pin Tung for the second consecutive year. Tung will take part in Asia's leading international GT championship, the 2012 Porsche Carrera Cup Asia. As part of this championship, battling with 28 other racing drivers Tung will attempt to master Shanghai International Circuit's high-speed straights and winding turns at the 2012 Formula 1 Grand Prix support race in China held on April 13-15 with further races in China, Malaysia and Singapore.

Tung is a Dutch-born, Chinese driver who has grown up within the European and Asian race circuits. He started his racing career in karts at age 14 and quickly moved up through the open-wheel ranks. In addition to winning the Asian Formula BMW championship in 2003, Tung won the German Formula 3 championship in 2006. He has a proven track record with more than 20 wins in various rear-engine formulas. During the 2011 season, he made history as the first Chinese driver to attempt to qualify for the Indy 500 and later compete in an IndyCar event by racing for the checkered flag at the Grand Prix of Sonoma. In both events, Mouser and its supplier partners teamed up with Schmidt Dragon Racing, where Ho-Pin Tung captured the attention of the world's most populous country – China – and racing fans world round.

"We're really excited to partner with Ho-Pin again this year. Last year he proved to be a great Mouser brand ambassador. He's the perfect spokesman to help us connect with the world's top design engineers as we continue to expand into new international markets," says Larry Johannes, Mouser Vice President of Strategic Marketing. "We look forward to making even more racing history this season."

"I'm looking forward to another exciting year of racing. Last year was a lot of fun, and it's great to have a partner like Mouser that's all about delivering advanced technology that yields a speed-to-market advantage," Tung states. "This season marks a tremendous challenge, and I will do my best, both on and off the racetrack, to help Mouser cross the finish line first and support its drive into China and the Asian marketplace."

– continued –

In addition to making a name for himself on the race track, Tung has also been prominently featured in China and across Asia on high-fashion and magazines covers, seen on national TV, and showcased in online media.

Mouser's Ho-Pin Tung sponsorship parallels the company's efforts in strengthening its market presence in China and accelerating distribution of the world's most advanced semiconductors and electronic components for design engineers.

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 8.7 million products to locate over 2.8 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

Mouser Electronics, a subsidiary of TTI Inc., is part of the 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 emerging technologies to electronic design engineers and buyers. Mouser.com features more than 2.8 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>.

Trademarks

Mouser and Mouser Electronics are registered trademarks of Mouser Electronics, Inc. All other products, logos, and company names mentioned herein may be trademarks of their respective owners.

– 30 –

Further information, contact:
Larry Johannes
Vice President Strategic Marketing
+1 (817) 804-3534
larry.johannes@mouser.com

Further information, contact:
Daphne Tien
APAC Marketing Director
+ (866) 2-2793-7565
daphne.tien@mouser.com

For press inquiries, contact:
Ceres Wang
Adv/Comm. Deputy Mgr./Asia
+ (866) 2 953-091-539
ceres.wang@mouser.com