

## For Immediate Release

### Mouser Helps Local Engineering Students Capture the Power of the Sun

**July 12, 2012** – [Mouser Electronics](http://www.mouser.com), Inc., regarded as a top design engineering resource and global distributor for semiconductors and electronic components, put their expertise and financial support behind Ben Barber Career Tech Academy's solar car club team in creating a one-of-a-kind vehicle to race in the 2012 Solar Car Challenge July 14-19 at Texas Motor Speedway.

The Solar Car Challenge is an educational organization founded to help motivate students in science, engineering, technology and alternative energy. Mouser sponsors the Ben Barber team from Mansfield ISD by providing the necessary electronic components for the team to help them build a winning car for the 2012 challenge. Through this sponsorship, Mouser also provides recommendations for the development of the power train system – the heart of the solar car.

Out of 29 teams, 20 are expected to qualify for the Solar Car Challenge Race at TMS on Saturday, July 14 through Thursday, July 19. The solar car is on its way to hitting the track on the big race day thanks to the creativity and hard work of Ben Barber's future engineers.

"Mouser is proud to support educational programs that give students the opportunity to gain vital experience through STEM (science, technology, engineering and math) programs," states Larry Johannes, Mouser Vice President of Strategic Marketing. "Seeing students get the chance to have hands-on experience like this is incredible. Mouser strongly believes in supporting the engineers of tomorrow by providing them with technology today."

"This is our first year to build a solar car. We have a team of students working on the car two days each week after school out of their own time," says Jackie Bishop, Solar Car Team Advisor at Ben Barber Career Tech Academy. "Having strong sponsorship with Mouser Electronics, we are able to obtain major components for the car. To show our gratitude for their support, we plan to paint the frame and body in Mouser's famous blue."

In addition to its support of Ben Barber Career Tech Academy, Mouser also sponsors the North Texas *FIRST* (*For Inspiration and Recognition of Science and Technology*) robotics team at Ben Barber. To learn more about Mouser's educational programs and dedication to shaping future engineers, visit <http://www.mouser.com/educationsales/>.

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Mouser's support of innovation in motorsports parallels the company's drive for high-performance. The global distributor also sponsors the No. 11 Mouser Electronics/GEICO/KV Racing Technology Chevrolet/Firestone IndyCar driven by champion driver Tony Kanaan. Mouser Electronics first set its sights on an IndyCar sponsorship last year as an innovative way to connect with the industry's top electronic design engineers and as a high-tech platform to showcase its valued supplier partnerships.

For more information on Mouser's comprehensive racing program and Tony Kanaan, visit [www.mouser.com/indy/](http://www.mouser.com/indy/).

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 8.9 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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-- 30 --

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