

For Immediate Release

Mouser Accelerates Innovation among Young Engineers at Purdue Collegiate evGrand Prix in Indianapolis

May 9, 2012 – [Mouser Electronics](http://www.mouser.com), Inc., regarded as a top design engineering resource and global distributor for semiconductors and electronic components, today announces that the Warwick Racing evGP Team it sponsors from Warwick University, UK, is now gearing up for the prestigious Purdue Collegiate evGrand Prix race in Indianapolis, to be held Saturday, May 12, 2012. The engineering students race an electric vehicle.

The Electric Vehicle Grand Prix (evGP) is an annual international event held by the Purdue University in Indiana, U.S. The event has been publicly supported by U.S. President Obama. In 2011, a team of Warwick University students entered the evGP, achieving an overall finish of 4th out of 30 international collegiate entrants. The team overcame weather problems and technical challenges to place second in the recent April 28th Purdue campus event to qualify for the upcoming Indianapolis Purdue Collegiate evGrandPrix at the famous Indianapolis Motor Speedway.

“Our aim is to investigate and learn more on the development of future electric vehicle technologies and to design a green, reliable and efficient electric go-kart,” comments project leader Dr. Steve Maggs. “Throughout the process, we are also looking to raise public awareness on eco-friendliness and share our experience with the younger generations.”

“We are delighted to sponsor such an innovative project. Mouser is known as the design-fulfillment distributor, focused on supporting new designs by making new components and technologies easily and immediately available,” say Graham Maggs (no relation), Mouser EMEA Director Marketing and Business Development. “We are also committed to the future of design and sponsor several university and higher education projects. This race in Indianapolis is particularly exciting for Mouser, since we already sponsor IndyCar champion drivers Tony Kanaan and Alex Tagliani.”

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.

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For further information on Mouser's educational programs, visit

<http://www.mouser.com/educationsales/>.

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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