



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](mailto:Shanghai@mouser.com)

## For Immediate Release

### Mouser and Ho-Pin Tung Reach Top 5 in Porsche Carrera Cup Asia 2012

**October 16, 2012** – [Mouser Electronics](#), Inc., a top design engineering resource and global distributor for semiconductors and electronic components, today salutes the leading Chinese driver Ho-Pin Tung for his tenacity at the 2012 Porsche Carrera Cup Asia race in Singapore. Tung finished his first ever street track on the challenging (Formula 1) Marina Bay street circuit and now is in the Top 5 after this race.

There are now only two races to go until the championship title will be decided. Tung showed his fierce determination to score the high position finish again during last month's race. After dropping to seventh from third position in lap one, Tung made several aggressive attempts and managed two breath-taking but perfect passes to finish in fifth position. Although he didn't achieve the goal of advancing in the rankings, his abilities to forge ahead and fight for better performance were among the highlights of the race.

"Tung is an extremely talented driver. We are proud of his impressive performance in the difficult (F1) Marina Bay street circuit," states Mark Burr-Lonnon, Mouser Vice President of APAC Business. "This was a nail-biting race due to the critical nature of the track. There was almost no room for mistakes in this circuit without run-off areas. We're looking forward to his performance at the season finale in Shanghai from November 9 -11."

"Qualification went very well. I was very quick and halfway I was the fastest," Tung says. "I have full confidence in my team and I look forward with great expectations to the final rounds in Shanghai."

Tung, who is a celebrity in China, made a special VIP appearance at Mouser's recent APAC sales meeting in Hong Kong where he mingled with Mouser team members, as well as with business leaders from Freescale Semiconductor, TE Connectivity, Vishay and Littelfuse. During the 2011 season with Mouser's support, [Tung](#) made history as the first Chinese driver to compete in an [IndyCar](#) event, driving in the Grand Prix of Sonoma. In both events, Mouser and its supplier partners teamed up as Tung captured the attention of China and racing fans around the world.

The 2012 Porsche Carrera Cup is one of many international branding avenues that promote recognition of Mouser's supplier partnerships. The race has earned an impressive fan and media following since its launch in 2003, bringing its signature brand of exhilarating motorsports competition to millions across the region. This year marks the event's 10<sup>th</sup> anniversary.

Mouser Electronics has continued to grow through its unwavering commitment to local service and support. The company has 19 locations strategically placed worldwide, including six throughout Asia and two in China.

– continued –

Mouser is able to service to customers in 17 languages and transact business in 17 different currencies – all from the customers' same time zone. The company now fully transacts e-commerce with the Chinese Renminbi (RMB), the official currency of the People's Republic of China, and UnionPay's *ChinaPay e-payment* service. This is a progressive step towards more seamless transactions and streamlined logistics throughout Asia.

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.

To visit Mouser's Chinese site for Ho-Pin-Tung, go to <http://www.mouser.cn/hopintung/>.

#### **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 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>.

#### **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](mailto:larry.johannes@mouser.com)

Further information, contact:  
Daphne Tien  
APAC Marketing Director  
+ (866) 2-2799-2096  
[daphne.tien@mouser.com](mailto:daphne.tien@mouser.com)

For press inquiries, contact:  
Ceres Wang  
Adv/Comm. Mgr./Asia  
+ (866) 2 2799 2096  
[ceres.wang@mouser.com](mailto:ceres.wang@mouser.com)