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## For Immediate Release

### **Mouser Electronics Sponsors Chinese Racing Sensation Ho-Pin Tung in Porsche Carrera Cup Asia**

**August 22, 2012** – [Mouser Electronics](http://www.mouser.com), Inc., an award-winning global distributor of semiconductors and electronic components, continues to strengthen its brand outreach in China with a number of key marketing initiatives, including the motorsports sponsorship of racing sensation Ho-Pin Tung in the Porsche Carrera Cup Asia 2012. Mouser's sponsorship of Tung in this series parallels the company's efforts in expanding its market share in China and offers a unique platform to communicate the message of high-performance and speed-to-market for the distributors' supplier partners and engineering customers.

"Mouser's sponsorship of Ho-Pin represents our commitment to promoting our supplier partnerships in China and throughout Asia," explains Larry Johannes, Mouser Electronics' Vice President of Strategic Marketing. "His dedication to the high-speed sport of racing is the perfect vehicle to convey our own drive for excellence in providing design engineers with a speed-to-market advantage."

Tung, who is regarded as a celebrity in China, made a special VIP appearance at Mouser's recent APAC sales meeting in Hong Kong. He mingled with Mouser team members and shared racing stories. 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 alone. Mouser is able to service customers in 17 languages and transact business in 17 different currencies – all from the customers' same time zone. The company also 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.

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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.

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

#### **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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