



# TEAM HARE



# MEET THE TEAM

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LEFT: NICK GRIFFITHS - HEAD OF CHASSIS SYSTEMS, DARREN MIDGLEY - HEAD OF SUSPENSION DESIGN,  
DOMINIC LINES - HEAD OF POWERTRAIN DEVELOPMENTS, JOHN MORRIS - HEAD OF ELECTRONICS,  
JAMES BRADBURY -STATIC TEAM LEADER

## WHO IS TEAM HARE?

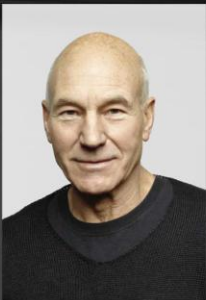
TEAM HARE (HUDDERSFIELD AUTOMOTIVE RACING ENTERPRISES), CONSISTS OF A HIGHLY MOTIVATED AND AMBITIOUS GROUP OF STUDENTS, STUDYING A RANGE OF DEGREES, INCLUDING AUTOMOTIVE, MECHANICAL AND ELECTRICAL ENGINEERING, AS WELL AS BUSINESS AND MEDIA RELATED DEGREES. WE HAVE COMPETED IN THE FORMULA STUDENT SINGLE SEAT RACE CAR CHAMPIONSHIP SINCE 1999 AND PRIDE OURSELVES AS ONE OF THE UK'S MOST ESTABLISHED AND PROFESSIONAL TEAMS.

EACH YEAR, A NEW CAR IS DESIGNED AND BUILT TO COMPETE IN THE INTERNATIONAL COMPETITION AT SILVERSTONE. TEAM MEMBERS UNDERTAKE PROJECTS SUCH AS CHASSIS DEVELOPMENT, VEHICLE ELECTRONICS, SUSPENSION KINEMATICS AND POWERTRAIN DESIGN, WHICH ALLOWS THEM TO DEVELOP IDEAS USING BOTH COMPUTER SIMULATION SOFTWARE AND PHYSICAL TESTING.

## THE FUTURE?

"2012 PROMISES TO BE A FANTASTIC YEAR FOR TEAM HARE. USING THE SUCCESS OF THE PREVIOUS YEAR'S CAR AS A TEST BED FOR NEW IDEAS AND DEVELOPMENT, THE 2012 ENTRY IS SURE TO BE THE MOST COMPETITIVE FORMULA STUDENT VEHICLE EVER TO ROLL OUT OF THE TEAM HARE WORKSHOP."

NICK GRIFFITHS - HEAD OF CHASSIS DEVELOPMENTS



Sir Patrick Stewart OBE (University Chancellor)

*"I'm very proud of what they've achieved. The Engineering department is a significant aspect of the University and it is outstanding that they can compete in such an international competition."*

# STRONG COMPETITION

## WHAT IS FORMULA STUDENT?

FORMULA STUDENT IS AN ANNUAL EVENT HOSTED BY THE INSTITUTION OF MECHANICAL ENGINEERS (IMECHE) AND IS THE LARGEST EDUCATIONAL MOTORSPORT EVENT IN EUROPE. THE COMPETITION PROVIDES A CHANCE FOR US TO GAIN HUGE AMOUNTS OF VALUABLE REAL-LIFE EXPERIENCE IN EVERY ASPECT OF DESIGNING, MANUFACTURING, AND PRESENTING A BUSINESS CASE IN THE AUTOMOTIVE ENGINEERING INDUSTRY. SKILLS SUCH AS TEAM WORKING, WORKING UNDER PRESSURE TO HIT DEADLINES AND LIAISING WITH EXTERNAL SUPPLIERS ARE ALL PART AND PARCEL OF THE FORMULA STUDENT PROJECT. IT DEMANDS TOTAL COMMITMENT AND DEDICATION FROM THE TEAM AND DEVELOPS HIGHLY TALENTED ENGINEERS.

COMPANIES INVOLVED WITH FORMULA STUDENT THROUGH SPONSORSHIP GET FACE-TO-FACE ACCESS TO HIGHLY SKILLED YOUNG ENGINEERS WHO OFFER EXCELLENT SKILLS AS PROSPECTIVE EMPLOYEES AND COULD ALSO BE VIEWED AS POTENTIAL FUTURE CUSTOMERS.

# FORMULA STUDENT

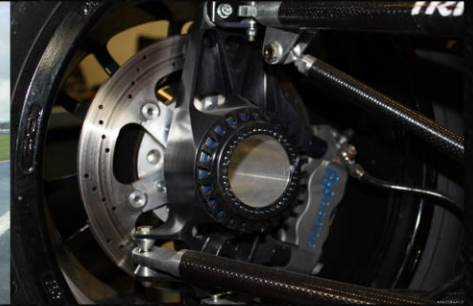
Institution of  
**MECHANICAL  
ENGINEERS**

*Formula Student is "the most innovative engineering event around". "The competition equips people with a whole range of skills they can carry with them through life. I, for one and as its Patron, have been really inspired by the commitment and enthusiasm of these young people. They are the future."*

Source: [www.imeche.org](http://www.imeche.org)

Ross Brawn OBE (Formula Student Patron)





## WHAT DRIVES US?

THE FORMULA STUDENT COMPETITION HAS BEEN RUNNING IN THE UK SINCE 1998, AND TEAM HARE HAS ENTERED THE CLASS 1 COMPETITION SINCE 2001. 2012 LOOKS EXTREMELY PROMISING; WE HAVE AN EXPERIENCED MANAGEMENT TEAM AND A VERY STRONG PLATFORM ON WHICH TO TEST AND DEVELOP NEW IDEAS. THE CLASS 1 TEAM WILL BE ENTERING COMPETITIONS IN HUNGARY AND HOPEFULLY ANOTHER EUROPEAN EVENT IN ORDER TO DEFEND THE HONOUR OF UK ENGINEERING!



# THE OPPORTUNITY

## WHY GET INVOLVED?

FORMING A PARTNERSHIP WITH TEAM HARE BRINGS WITH IT A RANGE OF BENEFITS FOR YOUR COMPANY.

IN PAST YEARS, TEAM HARE HAS FEATURED IN VARIOUS MEDIA, INCLUDING TELEVISION, LOCAL AND REGIONAL NEWSPAPERS, AND UNIVERSITY OF HUDDERSFIELD PROMOTIONAL MARKETING MATERIALS. IN ADDITION TO COVERAGE IN THE LOCAL MEDIA TEAM HARE USES THE INTERNET TO REACH AN INTERNATIONAL AUDIENCE THROUGH POPULAR SITES SUCH AS YOUTUBE, TWITTER, FACEBOOK, AND OUR OFFICIAL WEBSITE.

WHY GET INVOLVED?

IT'S SIMPLE...

- PROMOTE YOUR PRODUCT OR ORGANISATION
- GAIN ACCESS TO SOME OF THE BEST ENGINEERING GRADUATES AROUND
- CAPTURE THE IMAGINATION OF THE NEXT GENERATION OF KEY DECISION-MAKERS AND INFLUENCERS
- GIVE SOMETHING BACK TO THE INDUSTRY BY HELPING DEVELOP YOUNG ENGINEERS
- ACCESS YOUR TARGET MARKET





**TEAM HARE:** THE BEST CHOICE FOR SPONSORS...  
AS SPONSORS OF TEAM HARE, YOU WILL ENJOY MANY BENEFITS DEPENDANT UPON THE LEVEL OF YOUR SUPPORT. OUR CURRENT SPONSORS ENJOY BENEFITS SUCH AS:

- ALLOCATED BRANDING SPACE ON THE CAR
- COMPANY LOGO AND WEB LINK ON THE TEAM WEBSITE
- EXCLUSIVE ACCESS TO OUR GRADUATES AND UNDERGRADUATES
- SHOWCASE THE CAR AT A VENUE OF CHOICE
- AN INVITATION TO THE LAUNCH EVENT
- RIGHT TO USE TEAM IMAGERY IN MARKETING AND PROMOTIONAL MATERIALS
- RIGHT TO USE TEAM PRESS RELEASES ON COMPANY WEBSITES
- RIGHT TO PURCHASE OFFICIAL FORMULA STUDENT KIT

#### **HOW TO SPONSOR US**

FOR ALL ENQUIRIES ABOUT SPONSORSHIP, PLEASE CONTACT TEAM HARE (DETAILS OVERLEAF)  
WE ARE MORE THAN WILLING TO ANSWER ANY QUESTIONS YOU MIGHT HAVE, AND WILL WORK WITH YOU IN ORDER TO PRODUCE A SPONSORSHIP PACKAGE TAILORED TO SUIT YOUR NEEDS.

## HEAD OFFICE

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## TECHNICAL CENTRE

FORMULA STUDENT WORKSHOP T4/05  
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