

**Agency Contact:**

Bob Decker  
Redpines  
+1 415 409 0233  
[bob.decker@redpinesgroup.com](mailto:bob.decker@redpinesgroup.com)

**TECAT Performance Systems Contact:**

Don Keating  
Vice President, New Business Development  
+1 248 615 9862  
[dkeating@tecatperformance.com](mailto:dkeating@tecatperformance.com)

## **TECAT Sponsors Baja SAE and Formula SAE Intercollegiate Design Competitions**

***Competing Teams Receive Discount on TECAT Torque Measurement and Monitoring Equipment***

**ANN ARBOR, Mich. — March 7, 2016** — TECAT Performance Systems today announced that the company is a proud sponsor of the Baja SAE and Formula SAE intercollegiate design competitions, part of the Society of Automotive Engineers (SAE) Collegiate Design Series (CDS). As an Equipment Supplier sponsor, TECAT is offering competing teams a custom-made torque measurement and monitoring solution for torque measurements on half shafts and drive shafts used in the Baja SAE and Formula SAE competitions.

SAE CDS competitions go beyond textbook theory by providing engineering students with an opportunity to work together as a team to design, build, and test the performance of a real vehicle, while resolving business issues. Each team's goal in Baja SAE is to design and build a prototype of an all-weather, rugged, single-seat, off-road recreational vehicle intended for sale to the non-professional weekend off-road enthusiast. Formula SAE challenges students to conceive, design, fabricate, and compete with small Formula-style racing cars in a series of static and dynamic events.

"A Detroit-area company, TECAT has deep roots in the automotive industry and is committed to supporting its engineers of today and tomorrow," said Don Keating, vice president, new business development, at TECAT Performance Systems. "Competitions such as Baja SAE and Formula SAE are invaluable in providing future engineers with hands-on experience and other

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important skills they will need in the workplace. We couldn't be more proud to show our support for the competing teams, and wish them all the best of luck in the upcoming contests and their careers."

Baja SAE will feature three regional competitions: April 14-17 in Cookeville Tennessee; May 19-22 in Gorman, California; and June 9-12 in Rochester, New York. Formula SAE competitions will take place May 11-14 in Brooklyn, Michigan, and June 15-18 in Lincoln, Nebraska. For more information on SAE CDS competitions, please visit <http://students.sae.org/cds/>.

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#### **About TECAT Performance Systems**

TECAT Performance Systems was founded in 2010 by Dr. Douglas Baker, CTO and inventor of its torque telemetry system. The company designs and manufactures the smallest, lightest, most power-efficient wireless sensors available. These features enable the measurement of torque, acceleration, and atmospheric data in places never before accessed. The company is headquartered in Ann Arbor, Michigan. More information on TECAT Performance Systems is available at <http://tecatperformance.com/>.

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