NKK Switches and Mouser Electronics Announce the NKK SmartSwitch IndyCar Challenge

NKK Switches has teamed with Mouser Electronics to sponsor the NKK SmartSwitch IndyCar Challenge [1]. The contest is designed to find new innovative solutions for using programmable NKK SmartSwitches in a Driver Information Center for Tony Kanaan and KV Racing Technology's no. 11 IndyCar.

The contest winner will receive a prize package that includes two tickets to the IndyCar race in Sonoma, Calif. on August 25, 2013, as well as airfare and hotel. The contest ends July 31, 2013.

"NKK is proud to be a co-sponsor with Mouser of Tony Kanaan and KV Racing Technology's no. 11 IndyCar," said Marty Arch, national sales manager, NKK. "Together through the NKK SmartSwitch IndyCar Challenge, we seek to give the KV Racing Technology team a competitive edge in the IZOD IndyCar Series."

KV Racing Technology Technical Director Eric Cowdin, the head race engineer for Kanaan's no. 11 IndyCar, and his engineers already use switches from NKK on their timing stand and other crucial equipment. The stand features multiple computer monitors used by the engineers to track the car's performance during time trials and races.

The switches used in the monitoring equipment are critical to the success of the team, and must be able to withstand the harsh environment that surrounds the timing stand. The components are exposed to high temperatures and vibration, and subject to dust, dirt and liquids. KV Racing Technology engineers trust IP-rated switches from NKK to withstand these extreme conditions.

The Mouser racing program provides a high-tech platform to showcase the newest technologies and connect with industry's leading automotive electronic design engineers and buyers. NKK and Mouser's support of the KV Racing Technology team has proved to be a winning partnership. Kanaan captured his first-ever Indianapolis 500 victory in May and continued his run of success with a third-place finish at the Firestone 550 at Texas Motor Speedway in June.

For more information, visit: www.nkkswitches.com [2].

http://www.mouser.com [3]

Check out Managing Editor Kasey Panetta's article on Tony Kanaan's winning Mouser car here: http://www.ecnmag.com/blogs/2013/06/technology-and-driver-inside-winning-indy-500-car [4]

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