

# Formula Student Germany

## AWKG and eiSos in tandem at Hockenheimring

One of the biggest Formula Student events is the annual competition at the Hockenheimring. 48 teams from Germany and 44 teams from all over the world competed in the electric, combustion and driverless categories.

### AND WE WERE IN THE MIDDLE.

Formula Student is an association of many student organisations that plan, construct and complete a complete racing car every year. The highlight of each season are the competitions, which are held worldwide. The FSG (Formula Student Germany) holds one of the most popular competitions every year - the official season finale - at Hockenheim in 5 days. So 2600 students, lots of visitors and well-known sponsors met and feverishly cheered along with the racing teams.

Why the AWKG and we appeared there together is an interesting little story. It was all preceded by a sample show.

We have received a call from our parent company that FSG need SMD spacers for the new data loggers that are to be used for the race. The AWKG, as one of the main sponsors, arranged the contacts.

Due to our quick and uncomplicated handling of the samples, Würth was very impressed and arranged to meet us for a WebEx.

After the vote, it was clear that we would both benefit from doing something together at the Hockenheimring. The ladies and gentlemen from Würth created the basis with an exhibition stand, construction containers with materials and tools, sufficient stand personnel and as the provider of the costs. We brought our experience with us. After all, we have been supporting 45 of the 48 German teams alone for years. In addition, we were able to discover our logo on many foreign racing cars, such as Thailand and the car of the Politecnico University of Milan team - Giuseppe Ballarin and colleagues from WE Italy did a great job :).

We clearly stood out from the rest of the sponsors and partners represented there! While other sponsors offered raffles to draw attention to themselves, we had everything at our stand that the students could really need on the respective race days. Glue, cable ties, flex, screws, open-ended spanners, screwdrivers, drills, and so on!

Sometimes queues formed in front of our booth to borrow another Allen key because it had been forgotten, or to get the 10 mm nut that is always missing.

What made us particularly happy were the many teams who came to our booth to simply thank us. For the many years of loyalty and uncomplicated, unbureaucratic help. We are definitely on the right track here. We definitely have a lot planned for the coming year. But we can't reveal any more at this point :)

The winner of the competition in the "electric" category was actually the GreenTeam Stuttgart, which came to us years ago via Ruben Seebäck, exclusively promoted within the framework of our technology partnerships in the area of eMobility.

We would like to take this opportunity to thank Janine Baulig, who makes sure that the orders are recorded and that the teams receive the components promptly, Christian Böttger, Johanna Mattner and trainee Lukas Oberzeiser, who were primarily the face on site but also control the fortunes in the background and eagerly work on the strategy..

