WELCOME

UH RACING is a small engineering team consisting of students from the University of Hertfordshire who compete in multiple Formula Student Series competitions each year.

Since the inaugural IMechE Formula Student Competition in 1998, UH Racing has been a prominent face in the series and competes across the world, winning countless awards and titles in its proud history.

2017-2018 marks the team’s 21st year of competing in Formula Student and we aim to produce an exceptional evolutionary car that will exceed all previous achievements.

Partnering with UH Racing offers you the chance to connect with some of the most talented, up-and-coming young engineers, as well as promote yourself in an extensive worldwide network of Formula Student participants.
WHAT IS FORMULA STUDENT?

FORMULA STUDENT IS AN INTERNATIONAL COLLEGIATE ENGINEERING DESIGN COMPETITION FOUNDED BY THE SOCIETY OF AUTOMOTIVE ENGINEERS (SAE) IN 1981. IT IS BASED AROUND THE CONCEPT OF A FICTIONAL MANUFACTURING COMPANY LOOKING TO DESIGN AND DEVELOP A FORMULA-STYLE RACING CAR TARGETED AT THE ‘WEEKEND RACER’. FORMULA STUDENT COMPETITIONS FEATURE A SERIES OF STATIC AND DYNAMIC EVENTS DESIGNED TO CHALLENGE ALL ASPECTS OF THE STUDENT-BUILT RACE CARS.

FORMULA STUDENT IS A COMPETITION WHICH PROMOTES INNOVATION AND EXCELLENCE IN ENGINEERING, AND PLAYS HOST TO THE MOST TALENTED AND CAPABLE YOUNG ENGINEERS IN THE WORLD.
FORMULA STUDENT IS A WORLDWIDE PHENOMENON, WITH TEN OFFICIAL COMPETITIONS TAKING PLACE IN EIGHT COUNTRIES. COLLECTIVELY THERE ARE APPROXIMATELY 1000 ACTIVE COMBUSTION AND ELECTRIC FORMULA STUDENT TEAMS.
“I think the concept of Formula Student is brilliant as it creates a full but compressed motorsport engineering and business experience for the students.”
- Willem Toet, Formula Student Ambassador

“Formula Student encourages very diverse innovations. In many ways, Formula Student has the potential to be more innovative than F1.”
- Ross Brawn, Formula Student Patron

They (Formula Student graduates) all arrive with us buzzing from what they’ve done at Formula Student and wanting to see if the ideas they had and the approaches they took on can translate onto an F1 car. It’s the experience of engineering in a close-knit team that’s so valuable to us. The energy that Formula Student graduates bring to our team reminds us what a great job we have, and that we’re lucky to be doing this.”
- James Allison
WHAT IS UH RACING?

UH RACING is a group of around 20 final year bachelors and masters students from The University of Hertfordshire in the United Kingdom. Together they design, manufacture, and build a Bespoke Formula Student Car, to compete both in the UK and internationally. The development of each car is supported by the excellent facilities at the university, which allow the team to fabricate the majority of the parts for the car in-house, in addition to working in a dedicated Formula Student laboratory.

For most of the team, Formula Student is integrated into their degree, allowing them to undertake extensive development on the car as part of their final year projects. Many students at UH Racing also undertake an industrial placement in their third or fourth year, allowing them to gain experience in the working world which further enriches their Formula Student experience.

THE MOST SUCCESSFUL UK FORMULA STUDENT TEAM OF ALL TIME
DESIGN WINNERS ➤ BEST INSTALLATION OF COMBUSTION ENGINE ➤ MEASUREMENT AND CONTROL AWARD ➤ FASTEST LAP TIME ➤ EFFICIENCY WINNERS ➤ BEST PREPARED CAR FOR SCRUTINEERING ➤ BUSINESS WINNERS ➤ FIRST HYDROGEN POWERED FORMULA STUDENT CAR ➤ COSTING WINNERS ➤ OVERALL COMBUSTION WINNERS
2016-2017 CAR: UH20

- UH20 is the most recent car designed and produced by UH Racing, participating in both the UK, Czech and Germany competitions.
- The car had strong results in the static and dynamic events at the competitions, with the highlights being a 2nd place finish in Czech Republic and the two 1st place design awards.

**SPEC**

- 205kg
- 500cc Twin Cylinder Turbocharged Engine
- 0-60 MPH in 4.0 secs
- Bespoke Aero Package

**FSUK**

- DESIGN WINNERS

**FSCZ**

- 2nd OVERALL

**FSCZ**

- DESIGN WINNERS

3 SPONSOR AWARDS
A partnership with UH Racing is a fantastic way to advertise your business to potential customers. There are around 1000 teams currently competing in Formula Student competitions around the world, as one of the top British teams and a team recognised worldwide; partnering with UH Racing offers increased brand awareness internationally, through strong social media presence and high-impact professional appearance at events.

Advertising within the Formula Student environment is a great way to enhance brand image and opinion through the support of some of the most innovative and capable young engineering talent.
PARTNERING UH RACING

In partnering UH Racing there are many potential benefits including having your brand imagery on the team’s social media channels, and press coverage through our website, newsletters, and media interest.

There is the chance to be involved in unique corporate activities such as attending the FSUK event, and access to the team’s Formula One-style Cruden Simulator.

As a partner you also have direct access to the university’s top engineering students for future employment opportunities.
UHRACING STRIVES TO GIVE AS MUCH BACK TO ITS PARTNERS AS POSSIBLE. THIS IS NOT AN EXHAUSTIVE LIST OF BENEFITS WHICH YOU WILL RECEIVE AS A PARTNER. *OR EQUIVALENT PRODUCT-IN-KIND

### Partnership Opportunities

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<tr>
<th>Event Invitations</th>
<th>Promotion</th>
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<tr>
<td><strong>Platinum</strong>&lt;br&gt;£2500 upwards*&lt;br&gt;- Vehicle available for corporate display&lt;br&gt;- Up to five complimentary tickets to FSUK&lt;br&gt;- Launch event&lt;br&gt;- Invitation to speak to students&lt;br&gt;- A large logo on prominent area of the vehicle and pit boarding&lt;br&gt;- Distribution of corporate promotional material throughout School of Engineering&lt;br&gt;- Increased promotion through social media and newsletters&lt;br&gt;- Logo on promotional material, headed documents and website&lt;br&gt;- Logo on team clothing</td>
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<tr>
<td><strong>Gold</strong>&lt;br&gt;£1000 upwards*&lt;br&gt;- Tickets to FSUK&lt;br&gt;- Launch event&lt;br&gt;- Invitation to speak to students&lt;br&gt;- Logo in prominent area of the car and pit boarding&lt;br&gt;- Logo on team clothing&lt;br&gt;- Promotion through social media and newsletters&lt;br&gt;- Logo on promotional material and website</td>
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<tr>
<td><strong>Silver</strong>&lt;br&gt;£500 upwards*&lt;br&gt;- Tickets to FSUK&lt;br&gt;- Launch event&lt;br&gt;- Invitation to speak to students&lt;br&gt;- Medium size logo on side of car&lt;br&gt;- Logo on promotional material and website</td>
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<tr>
<td><strong>Bronze</strong>&lt;br&gt;Up to £500*&lt;br&gt;- Launch event&lt;br&gt;- Invitation to speak to students&lt;br&gt;- Small logo on car&lt;br&gt;- Logo on promotional material and website</td>
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