



University of Glasgow

RACING

PARTNERSHIP OPPORTUNITIES





We are UGRacing, Champions of Formula Student UK 2022.

Our team of almost 200 University of Glasgow students design, build and race a single seater race car to take to Silverstone each July and with your support – we aim to challenge once again for the top spots at FSUK 2023.

By partnering with us, we will promote your brand on our car, website and team kit, which will be seen by thousands of like-minded industry professionals at our annual competition. We are also able to offer networking and recruitment opportunities in partnership with the University of Glasgow, ranked inside the world's Top 100 universities.

It is an incredibly exciting time to be involved with the team. With FSUK 2022 marking the end of the team's combustion era and the Formula Student crown heading to Scotland, 2023 will see UGRacing undertake our most ambitious project to date and delve deeper into the world of electric and driverless technologies, as we enter our first ever electric vehicle entry.

Our team can only continue achieving these results thanks to the fantastic support we receive from our partners, and we very much hope that you will join us and play a part in our success. Please read on to discover more about the competition, our plans for the future and how we can build a mutually beneficial partnership.



Jamie Clarke
Team Principal

JAMIE CLARKE



The Competition.

Formula Student (FS) is Europe's most established educational engineering competition. Backed by industry and high-profile engineers such as Patron, Ross Brawn OBE, the competition aims to develop enterprising and innovative young engineers and encourage more young people to take up a career in engineering.

Formula Student UK takes place at Silverstone Circuit, one of the most iconic racetracks in the world. Events are designed to evaluate multiple aspects of the team's performance, including engineering design and validation, the car's speed and agility, an in-depth cost analysis and a mock business presentation which involves pitching the vehicle to an investor.

UGRacing competes annually against over 100 other universities from the UK, Europe and beyond. The competition provides participants with an invaluable learning opportunity, where skills such as problem-solving, teamwork, marketing, management, communication and manufacturing can be developed in a real-world setting.

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We are the University of Glasgow's Formula Student team. Competing since 2007, UGRacing's most recent first place result at the 2022 Formula Student UK competition not only makes us only the third team ever from the UK to win the title, but also cements UGRacing as the most successful team in Scottish history. Everything we have achieved as a team would not be possible without the support of our partners. Without them the development and achievements UGRacing manage each year would be unachievable, and we are hugely grateful for their continued generosity.

With a team of almost 200 dedicated and talented students, UGRacing is an exceptional platform to learn, experiment and develop skills. The team provides the perfect environment for its members to apply their knowledge to real world scenarios and problem solving, gaining valuable practical experience a degree alone would not provide. UGRacing attracts and produces some of the universities most ambitious, driven and skilled students across all disciplines providing them with the opportunities to think creatively, problem solve, and get hands on manufacturing experience.

UGRacing is split into three divisions – electric vehicle development, driverless vehicle development, and operations. While the primary focus of the team is the design and manufacturing of the cars, our other dedicated sub teams provide support through business and project management for the team. Our team gives students from any degree background the opportunity to hone their skills and flex their creativity.



Our Projects.



Electric.

After multiple years of research and development, UGRacing aims to take its electric race car from last year's prototype to the track. A custom-made HV accumulator will be manufactured and tested in-house, as well as a new chassis and structural components specifically tailored to an electric powertrain. Additionally, the team will refine last year's successful composite aerodynamics package.



Concept.

In 2022/23 the Concept team will research and develop an EV-ADS race car. Combining the team's new ambition to design and manufacture an electric vehicle with the implementation of autonomous driving systems, the Concept race car sparks the beginning of a promising new direction of UGRacing. Integrating both the Electric and Driverless teams' future goals, the Concept team will kickstart UGRacing's ultimate goal of entering an EV-ADS into Formula Student.



Driverless.

The main goal of the Driverless team will be to improve the robustness of their software. Following successful testing sessions last year and the team's first dynamic points at competition, they will have a particular focus on real-world testing and implementing novel AI techniques in their software.



Let's work together.

Together, we can continue UGRacing's work as the most cutting edge and innovative team competing in Formula Student and grow a relationship between your business and the UK's best student racing team.

We are grateful to receive support in any form; whether it be financial backing, material donations, manufacturing assistance, consultation, or discounted use of services, our partners play a vital role in providing the parts and services we need to design and build our car.

We work with all our partners to create a tailored partnership arrangement. The following list consists of the benefits we can offer:

Promotional Opportunities



Your company will be promoted against competitors at a top UK engineering competition by the current best Formula Student team in the country. This can include but is not limited to your logo on our kit and car livery, inclusion in our newsletter, and promotion on our social medias and website.

Networking and recruitment



UGRacing is comprised of some of the most talented and driven students at the University of Glasgow, many of which leave to take up leading positions in industry. By partnering with us, you will have direct access to the UGR talent pool and every opportunity for networking and recruiting.

Access to Testing Data



Comprehensive and thorough testing of the vehicle and its components has been key to our success. We now have access to a range of bespoke sensors and are happy to share any of this data with our partners.

Access to Exclusive Team Events



By partnering with us you will have access and invitations to several exclusive events. These can include testing days, our annual car launch event, and open days on campus and at our workshop. We can also arrange bringing our car to your offices for a demonstration and promotion.





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