

Press Release



HCB Rutronik Racing Competing as Audi Works Team in FIA GT World Cup in Macau

Ispringen, October 18, 2018 – A premiere for HCB Rutronik Racing. For the first time, the team sponsored by Rutronik Elektronische Bauelemente GmbH will compete in the FIA GT World Cup on the Macau street circuit (from Thursday, November 15, to Sunday, November 18) as the official Audi works team with an Audi R8 LMS GT3. Rutronik's strong partners Yageo and Recom are also supporting the team from Wilferdingen, which is competing in the GT World Cup as "Audi Sport Team Rutronik."

"The FIA GT World Cup in Macau is an excellent opportunity for us to showcase Rutronik as an innovative company with technical expertise – because racing is all about reliable, high-quality electronic components," said Thomas Rudel, CEO of Rutronik. "This is why we are delighted to have two strong partners at our side, Yageo and Recom, who are also supporting the HCB Rutronik Racing team we are sponsoring."

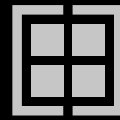
Yageo is one of the world's largest manufacturers of passive components and has recently entered into a long-term agreement with Rutronik to supply ceramic capacitors and resistors until mid-2020. The Taiwanese company also offers a wide range of power electronics products. Yageo has been a reliable partner since HCB began competing in Macau three years ago. "The Yageo Corporation is delighted to join forces with our global sales partner Rutronik to sponsor the Racing Team at the FIA GT World Cup in Macau for the third consecutive year," said Roger Cheng, sales director at Yageo.

The power supply manufacturer Recom Power, on the other hand, is making its debut – taking part for the first time this year, with the intention of becoming more involved in motorsports in the future. With its product range, which includes DC/DC converters and power supplies, Recom Power is also perfectly positioned when it comes to equipment for vehicle power consumption. Recom has operated a production facility in Taiwan since 2012 and has been working with Rutronik for over 20 years. "In addition to the traditional power supply applications, where RECOM has been one of the market leaders for decades, our product strategy will also increasingly focus on the market for automotive applications. That's why we're extremely excited about this opportunity to actively participate in a motorsports event. We aim to make advancements to our highly efficient power supply and optimize vehicles' energy consumption," says Karsten Bier, CEO of Recom Power, explaining the reasoning behind the company's participation in the World Cup.

Asia One of Rutronik's Key Markets

"Asia is an important part of our expansion strategy. We opened a new office in Singapore this year, and further locations will follow. That's why the Macau GP, with over 400,000 local viewers, as well as 900 radio stations and almost 100 TV stations broadcasting the event, is the ideal platform for us to showcase Rutronik as a company," said Markus Krieg, CMO at Rutronik.

The FIA GT World Cup will be streamed live at <https://www.fia.com/macau-grand-prix-live-stream>.



Distribution News



About Rutronik (www.rutronik.com)

Rutronik Elektronische Bauelemente GmbH is the third largest distributor in Europe (European Distribution Report 2016) and the number eleven worldwide (SourceToday, May 2018). The broadline distributor supplies semiconductors, passive and electromechanical components as well as boards, storage, displays & wireless products. The company's primary target markets are the automotive, medical, industrial, home appliance, energy and lighting industries.

The ranges RUTRONIK **EMBEDDED**, RUTRONIK **SMART**, RUTRONIK **POWER** and RUTRONIK **AUTOMOTIVE** provide customers with specific products and services in groups tailored to the respective applications. Expert technical support for product development and design-in, individual logistics and supply chain management solutions as well as comprehensive services complete its scope of performance.

The company, founded by Helmut Rudel in 1973 in Ispringen, Germany, now has over 70 subsidiaries in Europe, Asia and the Americas. Rutronik employs more than 1,600 staff worldwide and achieved Group sales of 950 million euros in the fiscal year 2017.

Press Contact

Rutronik Elektronische Bauelemente GmbH
Sebastian Hör, Public Relations,
Tel: +49 7231 801-0
E-Mail: presse@rutronik.com | www.rutronik.com

Agentur Lorenzoni GmbH
Christine Schulze, Public Relations
Tel: +49 8122 55917-14
E-Mail: christine@lorenzoni.de | www.lorenzoni.de