TAURacing
TEAM ABERDEEN UNIVERSITY

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# WHO ARE TAU RACING

We are Team Aberdeen University Racing. TAU Racing is a society at the University of Aberdeen made up from undergraduate students from a variety of degree disciplines and spend the academic year designing and building a Formula Student racecar alongside university studies.

The team originally formed in 2007 consisting of only 10 members. Since then the team has grown to have around 40 members, who are all key to the smooth running of the society and the development of the TAU vehicle.

The entirety of the project is student lead through the research, the design, the building and most importantly the racing. We are solely funded through sponsorship, both locally and nationally, a relationship that benefits both the team and the sponsor. Through this sponsorship our students gain knowledge and enhance their interpersonal skills required for future careers.

Our aim every year is to design, manufacture and promote a single seat race car to compete in the annual IMeche Formula Student competition at Silverstone Circuit against around 80 international teams.

The Institute of Mechanical Engineers aims for all participating students to gain experience not only in engineering design and manufacturing but also project management, marketing and budgeting, challenged through the different static and dynamics events offered at the competition. Furthermore, we also get the chance to work with industry professionals like yourselves and create a good networking bond that can help in our learning and your business development.

## WHAT IS FORMULA STUDENT

# 2020/21 SEASON

Due to recent challenges the manufacturing of the TAU-20 vehicle was put on hold from March 2020, meaning the Formula Student competition needed to be held virtually instead.

This presented the team with an opportunity for development. The design approach and management of the project timeline was evaluated with subsequent changes seeking to provide the team with extensive time to research, design and test the vehicle: aiming to further improve the 2021 competition results. From here, the plan is to finish building the TAU-20 to present and compete at the Formula Student UK Competition 2021 at Silverstone, while also beginning the development of the TAU-22 project.

There is a focus on the recent implementation of the Research and Development department to aid in innovative preliminary designs for the TAU-22 vehicle and beyond. The introduction of the Research and Development department to the TAU-21 team enables deep feasibility research and testing to be carried out on bigger aspects of the car, that previously would not have been possible without this role.

TAU Racing are continuing to aim for the Scottish podium finish of 1st place in Scotland as well as maintaining a place in the UK universities top 10.

The following aims were decided upon during the 2019/20 season and the team this year intend to develop on these aims through implementing strategic checkpoints in the design and manufacturing process, which are closely analysed and critiqued to remove possible flaws.

- Vehicle mass redistribution
- Development of vehicle set-ups and strategies
- Improved vehicle driveability
- Improved vehicle performance

Further to this, through the extension of testing time available, it is aimed to find suitable dynamic car setups matching to the drivers abilities, to aid in car performance during the 2021 competition dynamic events.

The team is having a greater focus on the static events 2021: Design, Cost & Manufacturing and Business Presentation. The points available for these events have increased dramatically and hence can have a greater impact on the final scoring. Therefore it is of importance to learn and implement the appropriate skills over the project lifecycle.

# OUR AIMS AND AMBITIONS

# HOW DO YOU BENEFIT

TAU Racing can firstly provide you with long lasting connections with the University of Aberdeen and their well-developed students from a variety of discipline studies and backgrounds.

The team operates on guidance and support provided by our sponsors and the partnerships are valued highly within TAU Racing. The support provided to the team is rewarded through exposure of your company through a multitude of ways:

- Company logo and branding presented on specific TAU Racing merchandise
- Company logo displayed on the final TAU vehicle at the IMeche competition
- Social Media posts tailored to fit your brand and maximise exposure
- Representation of your brand at various networking events

| | TAU Supporter | TAU Investor | TAU Partner | Principle Sponsor |
|---|---|---|---|---|
| | Up to £500 (or equivalent in kind) | Between £500 & £3000 (or equivalent in kind) | Over £3000 (or equivalent in kind) | Substantial financial investment & suitable level of consultancy to the team |
| Company logo prominence on the car and other promoting material | Moderate | High | Prominent | Leading |
| General exposure recognition on social media platforms | ✓ | ✓ | ✓ | ✓ |
| Invitation to launch event | ✓ | ✓ | ✓ | ✓ |
| Display TAU car at company office and/or events | ✓ | ✓ | ✓ | Priority Access |
| Lunch & Learn and other networking events (w/ TAU car) | ✓ | ✓ | ✓ | ✓ |

## SPONSORSHIP TIERS

# ACHIEVEMENTS

## TAU-19

Overall Competition: 6th
3rd in the UK
1st in Scotland
Acceleration Event: UK 1st (3rd Overall)
Sprint Event: UK 1st (3rd Overall)

## Other Notable Achievements

Virtual Cost & Manufacturing Event: 3rd (2020)
1st in Scotland (2016, 2017)
Overall Competition: 4th (2017)
3rd in the UK (2017)
Formula Student Award Grant: UK Winner (2017, 2018)
Formula Student Cost, Manufacturing & Sustainability Event: Winner (2015)
Formula Student Business Presentation: Winners (2014)
Bosch Eco-Challenge Winners (2013, 2014, 2015, 2016)

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