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Original Press release

Marketing Masters, Inc.

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Marketing Masters supports Cal Poly Formula One Racing Team.



Marketing Masters' has been a proud sponsor of the California Polytechnic State University's Formula One Racing Team for several years, supplying them with a cross section of their light weight composite clip nuts, press fit inserts and potted-in inserts. Each year these Engineering students from Cal Poly, along with over 100 of the top Schools and Universities from around the world, build a Formula One Style SAE Racing Car from the materials and components donated from their sponsors. Then each June, they take their racing cars to Lincoln Nebraska to compete in a series of tests and races. This year the Cal Poly Team experienced mechanical problems, finishing 18th out of 79 schools, competing in the Combustion Division.

The team took it hard after such a difficult year but they are proud of what they accomplished. "It shows just again that success is a matter of details and perseverance. Much was learned about the car, the team and what it takes to be competitive. The team will take this forward to advance to their goal of a top-10 finish and better." The performance of these students in this international competition with their relative low funding is truly impressive.

Zachary Sharpell, a Mechanical Engineering graduating in 2017 and the Formula Team Manager, said that the composite fasteners that Marketing Masters donated, were like a "Dream come true"! "We gave them a long list of clip nuts and inserts that we needed, and they gave us everything, even the oddball part numbers." "When working with carbon fiber, Marketing Masters' composite fasteners are perfect, light weight and durable."

Marketing Masters is one of a dozen companies from the aerospace and automotive industry donating carbon fiber and composite components to Cal Poly. "Our Sponsors are truly our partners, we could not operate without their support." The engineering students not only build the race car, but are responsible for contacting these International Companies to solicit their support.

Sharpell states that "It is the Sponsors that allows us to take the skills that we learn in the classroom, and apply them to real life situations. There is a big difference between reading in a book how to machine carbon fiber and actually machining the part yourself in a shop."

Formula SAE is a collegiate design competition series providing university level students with the challenge to conceive, design, fabricate and compete with a small formula style racing car. With engineering development in mind, SAE (Society of Automotive Engineers) sanctions FSAE through specific rules and regulations that engage student knowledge, creativity, and imagination. Teams must respond to real world challenges of systems engineering design and problem-solving as well as team challenges like communication and leadership. Since its creation in 1981, FSAE has been an integral enhancement to mobility engineering worldwide.

Over the years, Marketing Masters has been a proud sponsor and supporter of various Youth Organizations, Schools and Universities. From being the team sponsor for "The Gunners", Issaquah Washington's little league baseball team, to supplying composite clip nuts and inserts to Stanford University to build their Solar Car and Oregon State University to build their formula one race car. Jacques Gauron, VP Sales and Marketing at Marketing Masters, says "Our Sponsorship Program is a great way to give back to the community, it helps to educate the future Engineers of Tomorrow on the many benefits of composite fasteners and is a lot of fun."

Marketing Masters is a manufacturer of Composite Clip Nuts, Press Fit Inserts and Potted-In Inserts. Composite Inserts have a number of advantages over old style metal fasteners, as they are lighter in weight, high strength, non-corrosive and economical. For more information on Marketing Masters line of Composite Fasteners, visit their website at www.clipnuts.com or call them at 425-454- 5610.