

On behalf of the Society of Automotive Engineers (SAE) at Florida Atlantic University, we would like to thank you for considering on becoming a part of this amazing project. Throughout this document you will find information about SAE, its design competitions and how the Business College and its students will benefit in becoming part of this venture.

What is SAE?

The Society of Automotive Engineers is an international non-profit educational and scientific organization dedicated to advancing mobility technology to better serve humanity. It has more than 84,000 members - engineers, business executives, educators, and students from more than 97 countries. SAE hosts a wide variety of events that cover all aspects of technology related to design, manufacturing, and total life cycle technology for the automotive, aerospace, off-highway, truck and bus, fuels and lubricants, and other related mobility industries.

automotive
engineering

AEROSPACE
ENGINEERING

offHighway
ENGINEERING

SAE Educational Role in Motorsports

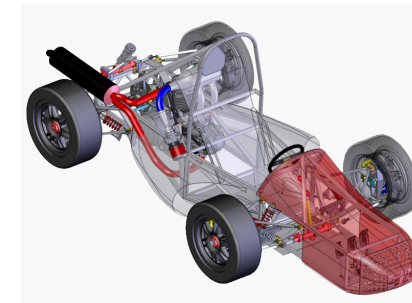
In order to help in the advancement of the Motorsports industry, for more than 25 years SAE has set the standard for exceptional design competitions where business and engineering students obtain real world experience in the funding, design, manufacture and testing of real race cars. These competitions have enhanced the educational experience of engineering and business students around the world. More than 25,000 engineering and business students have graduated with SAE collegiate design experience and have benefited tremendously from their participation. Many of them have found jobs in top racing series like Formula One, WRC, Nascar and Champ car.



One of these design series, at which the Engineering Department of FAU participates, is the Formula SAE® competition where students have to conceive, design, fabricate, and compete with small formula-style racing cars. The cars are built with a team effort over a period of about one year and are taken to an annual competition for judging and comparison with approximately 120 other vehicles from colleges and universities throughout the world. There are three competitions held in the series which are: Formula SAE (held in the US), Formula Student (held in the UK), and Formula Australasia (held in Australia). FAU Formula SAE is planning to participate in all three competitions.

For more information about SAE and its competition designs please visit www.sae.org

Formula SAE Project Description.



The basis of the competition is that a fictitious company has contracted a group of engineers to build a small formula car. Since the car is intended for the weekend autocross racer, the company has set a maximum price of \$25,000. After completion, the final product is presented to the fictitious company where cost and design analysis are done in order to get a final buying decision.

Around 50% of the project depends on the development of a good management, marketing, advertisement and public relations plan. The other 50% depends on the engineering design. Due to the complexity and magnitude of the project in the engineering side many universities around the world have united forces with their Business Colleges to develop strong business programs for the project. This merging has proven to be one of the decisive points which make a winning team and consequentially a winning race car.

Although all of the people that are involved in the FAU Formula SAE project are engineering students, some of them having comprehension of these topics, it is not enough for developing a strong Business Program. The 2006 and 2007 FAU Formula SAE Teams believe that merging with the Business College of FAU will give the project what it has been lacking in past years in order to be on top of the competition.

Business Students Benefits

The Formula SAE competition provides students with the opportunity to showcase their skills in a real life situation. The directive of the event challenges student teams to manage, fund, design, build, and race a racecar but it also offers the students a unique opportunity to experience a valuable life lesson. That lesson is of compromise, cooperation, and teamwork. Challenging students is an excellent way to enhance classroom training and provide a competitive outlet for university students to experience and enjoy practical hands on assignments. For marketing, accounting, and business management students, this competition presents the opportunity to manage the team's funds and production schedule, and to eventually "sell" the product to SAE. Other benefits include but are not limited to:

- Ø Managing people, projects and deadlines.
- Ø Learning how to develop and write a Marketing plan and report.
- Ø Developing Sponsorship Proposals.
- Ø Developing and Maintain corporate relations.
- Ø Creating Networking opportunities with the best engineering firms around the world.
- Ø Creating local, national and international contacts.
- Ø Developing Finance, Advertisement, Accounting and Public Relation skills.
- Ø Developing website design and maintenance skills.
- Ø Enhance an individuals' resume.

How to Join

If you are a student majoring towards a business career such as marketing, management, finance, accounting, advertisement or any other and would like to be part of the project please contact either one of the following individuals:

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For more information about the FAU formula SAE team please visit www.me.fau.edu/~sae. Don't miss this incredible opportunity to develop the skills and knowledge that companies are looking for.