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Tyre firm goes the extra mile to help students

MELKSHAM-based Avon Tyres Motorsport is supporting Formula Student competitions around the world by offering a preferential rate on its Formula Student-specific tyres to any colleges and universities who take part in the events.

Run in the UK by the Institution of Mechanical Engineers and known internationally as Formula SAE, the Formula Student concept pits educational institutions from around the world against each other in order to promote excellence in engineering.

Teams from as far afield as India, Russia and Canada will join establishments from across Europe at Silverstone in July, with more than 100 universities hoping to take part in Formula Student 2009. All will have to design and build a small single-seater racing car to perform well in several areas including sprinting, acceleration, skid pan, and economy tests, as well as being judged on the car's design, cost and presentation.

"These are the engineers of the future, and we want to support them," said Avon Tyres Motorsport sales manager Brian Davies. "It's an important, grass roots competition to get involved in and it's a pleasure to work with the Formula Student teams." This year's UK Formula Student competition will take place at Silverstone circuit from July 16-19.

