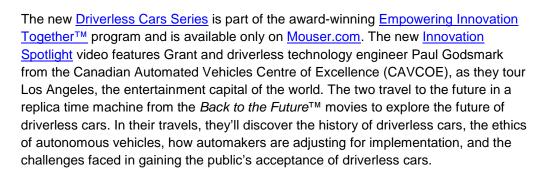


FOR IMMEDIATE RELEASE

Mouser and Imahara Unveil New Driverless Cars Series and Help Drive the Latest Innovations in Autonomous Vehicle Technology

October 7, 2015 – Mouser Electronics, Inc. is teaming up with celebrity engineer Grant Imahara and a group of visionaries in autonomous vehicle technology to announce an exciting new Driverless Cars Series. The new series captures insights from some of the most influential companies on the topic, including CAVCOE, Mercedes, Cruise, Google, Delphi, AVX, ON Semiconductor and Carnegie Mellon/GM.



"Moving to full-scale autonomous driving will have substantial economic, environmental and social impacts that will drastically change the way people live and conduct their everyday lives," said Glenn Smith, Mouser Electronics' President and CEO. "This new series is a great opportunity for the engineering community to experience first-hand the technology created and still needed for driverless cars to become a reality."

"The autonomous car could have sweeping benefits for all of society – not just its owner," said Grant Imahara. "Driverless cars have the potential to be so much more than just modern conveniences or consumer toys. Saving time, money and fuel are given, but consider that they could save countless lives by replacing distracted or fatigued drivers."

Along the way, the video spotlight pulls in key visionaries from the industry to discuss the topic in further depth, and gives viewers additional insights to where the technology is headed and how autonomous driving will become a revolutionary change in the way we live and get around. The comprehensive series also will include accompanying articles, blogs, challenges and other related technical content.





Mouser/ EIT Driverless Cars Page 2

This exciting program is part of Mouser's ongoing Empowering Innovation Together™ program designed to inspire creative thinking for both professional and aspiring engineers. The Driverless Car Series, sponsored by Platinum Program Partner ON Semiconductor, and Diamond Sponsors Freescale Semiconductor, AVX and Delphi, is the fourth installment and follow-up to the popular Robotics, Space and Home Automation programs, which were launched earlier this year from Mouser Electronics.

To learn more about Grant Imahara, the Empowering Innovation Together[™] program and the Mouser partnership, visit www.mouser.com/empowering-innovation.

With its broad product line and unsurpassed customer service, Mouser caters to design engineers and buyers by delivering What's Next in advanced technologies. Mouser offers customers 21 global support locations and stocks the world's widest selection of the latest semiconductors and electronic components for the newest design projects. Mouser Electronics' website is updated many times per day and searches more than 10 million products to locate over 4 million orderable part numbers available for easy online purchase. Mouser.com also houses an industry-first interactive catalog, data sheets, supplier-specific reference designs, application notes, technical design information, and engineering tools.



Mouser Electronics, a subsidiary of TTI, Inc., is part of Warren Buffett's Berkshire Hathaway family of companies. Mouser is an award-winning, authorized semiconductor and electronic component distributor, focused on the rapid introduction of new products and technologies to electronic design engineers and buyers. Mouser.com features more than 4 million products online from more than 500 manufacturers. Mouser publishes multiple catalogs per year providing designers with up-to-date data on the components now available for the next generation of electronic devices. Mouser ships globally to over 500,000 customers in 170 countries from its 492,000 sq. ft. state-of-the-art facility south of Dallas, Texas. For more information, visit www.mouser.com.

Trademarks

Mouser and Mouser Electronics are registered trademarks of Mouser Electronics, Inc. All other products, logos, and company names mentioned herein may be trademarks of their respective owners.

- 30 -

Further information, contact: Kevin Hess, Mouser Electronics Vice President Technical Marketing (817) 804-3833 Kevin.Hess@mouser.com For press inquiries, contact:
Kelly DeGarmo, Mouser Electronics
Manager, Corporate Communications and Media Relations
(817) 804-7764
Kelly.DeGarmo@mouser.com

