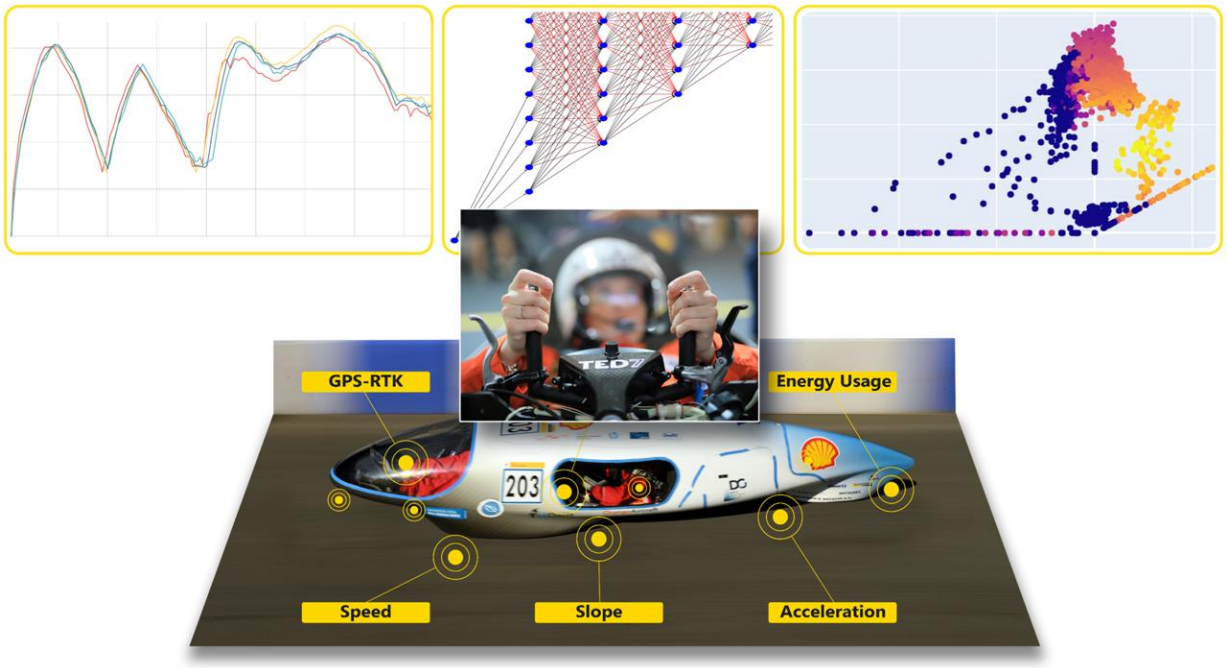

Automobile Division
Yorkshire Centre

INNOVATIVE DATA-DRIVEN PERFORMANCE ENHANCEMENTS IN MOTORSPORT FOR WORLDS MOST EFFICIENT VEHICLES

Marco Schmid
CEO and Coach - Schmid Elektronik AG

Norman Koch,
General Manager - Shell Eco-marathon

Institution of MECHANICAL ENGINEERS

This talk delves into the data-driven optimisation techniques developed and provided by Schmid Elektronik, an innovative Swiss company and official Partner of Shell Eco-marathon which is utilised on track by the race teams to enhance their performance.

The presentation also highlights how advanced analysis, team spirit, and a passion for energy efficiency come together to help developing engineers refine their skills and gain valuable real-world experience in a competitive yet enjoyable environment.

Tuesday 25th February 2025

6:30pm to 8:30pm.

Free Online Event

Friends, family and non-members all welcome to join.

This event contributes to CPD.

Please Register at –
https://nearyou.imeche.org/near-you/UK/Yorkshire/Yorkshire-Automobile/event-detail?id=22785

Or contact:
Nicky Baxter, Yorkshire Region Admin Officer
yorksadmin@imechenearyou.org

For Further Information –
https://nearyou.imeche.org/near-you/UK/Yorkshire/Yorkshire-Automobile

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