Hello,
Now in its 16th year, our global Intelligent Car Racing event takes on a new name — the “NXP Cup” and will continue in Asia, throughout Europe, and in the Americas. As in the past, for North America, we will have three regional NXP Cup races; East Coast, West Coast, and Central. The East Coast race will be at the Rochester Institute of Technology (RIT), the West Coast race at University of California Davis (UC Davis), and at Texas State University (TSU) for the Central race.

The UC Davis regional will be the first of the regional races to kick off on April 16th, followed by TSU on April 23rd, and RIT on May 7th. Unfortunately, we have suspended the Worldwide Championship race in 2016, but hope to bring it back in 2017. However, the good news for North America racers is that we will hold a North America Championship race at the Design Automation Conference (https://dac.com/) in Austin Texas, June 5-9, 2016. We will invite the top two teams from each of the three regional races to compete during DAC.

The Design Automation Conference is recognized as the premier conference for design and automation of electronic systems. Over 1,000 organizations are represented at the conference each year, made up of system designers and architects, logic and circuit designers, validation engineers, CAD managers, senior managers and executives, and researchers and academicians from leading universities. What a great opportunity for your students to network and check out products and applications from more than 200 leading and emerging companies in the exhibition area.