Who We Are.
Crimson Racing.

Crimson Racing is a flagship student design team at The University of Alabama through the College of Engineering. Our mission is to develop better engineers by providing hands-on experience in a competitive atmosphere by building a formula-styled race car.

Our members are from several different majors, all coming together with a passion for racing and a drive for excellence.

Through the Crimson Racing program we strive to mold the next generation of world-class engineers.

CR-17, our fastest car to date

Our passion stems from our founding team in 2004, and over the years our team has continued to produce engineers who rise above the competition.

Each year we build a new car from the ground up designing every aspect, and applying the latest available technologies we have access to.

Enshrining our place amongst champions

Together with a passion for racing
The Challenge.

*Formula SAE.*

Each year SAE International sponsors numerous Formula SAE competitions located all over the globe for over 500 universities. “The format of the event is such that it provides an ideal opportunity for the students to demonstrate and improve their capabilities to deliver a complex and integrated product in the demanding environment of a motorsport competition.”

FSAE Michigan is the largest competition in the US with 120 teams from 10 countries. Crimson Racing has been attending for 5 years in a row.

Competition is the opportunity to test the car, statically and dynamically. Our team members are also tested in specific events, showcasing how we use engineering processes. The culmination of the 5,000+ man-hours outside of classes makes FSAE Michigan the highlight of our members’ year.

CR-17 racing past the competition in dynamic events

CR-17 speeding to a 9th place finish in acceleration

Teams at FSAE Michigan 2017

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1 Source: http://www.imperial.ac.uk/racing-green/formula-student/
The Car.

“Simplify, then add lightness”
-Colin Chapman

<table>
<thead>
<tr>
<th>Past Years Comparison</th>
<th>CR-16</th>
<th>CR-17</th>
<th>CR-18 Goals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weight</td>
<td>497 lbs.</td>
<td>412 lbs.</td>
<td>385 lbs.</td>
</tr>
<tr>
<td>Power</td>
<td>67 bhp</td>
<td>74 bhp</td>
<td>80 bhp</td>
</tr>
<tr>
<td>0-75 meter Sprint</td>
<td>4.956 sec</td>
<td>4.247 sec</td>
<td>4.150 sec</td>
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<tr>
<td>Team Size</td>
<td>27 Team Members</td>
<td>35 Team Members</td>
<td>40 Team Members</td>
</tr>
<tr>
<td>Key Design Features</td>
<td>Reliable, Direct Actuation, Modified Engine Internals</td>
<td>Carbon Fiber, Paddle Shifting, Magnesium Alloy Rims</td>
<td>Diffuser, Rear Indirect Actuation, Tunable Differential</td>
</tr>
</tbody>
</table>

CR-17 (Right) saw huge weight savings from CR-16’s (Left) designs as well as new sponsors, new materials, and radical design changes.
Giving Back.

Outreach.

We believe that engineering has the power to change the world. Outside of our competition requirements, we love to share our passion for engineering. In our local community, Crimson Racing participates in several events to reach middle and high school students. Our goal is to inspire them to follow a path in math and science.

We impact the community by being a part of UA’s E-Days, World of Work events, and judging for Science Olympiad.

For our unveiling ceremony, Crimson Racing brought in Honda Performance Racing and Indy Car to host a STEAM information event at the university. We as students want to inspire the next generation of engineers.

Crimson Racing teaming up with UA’s Honors College to go to a local elementary school.

The team sharing our experiences to high school students in Huntsville.

Unveiling CR-17, inspiring the engineers of tomorrow.
Only the Beginning.  
Our Future.

The 2017 season was the most successful in Crimson Racing’s history. Last year we aimed to place in the top 25 with specific goals for weight and performance broken down to every design.

Through the culmination of our team’s hard work and sponsors, we exceeded nearly all of our goals and placed 17th, making us the highest placing team in UA’s history.

For CR-18 we have set all of our goals again, aiming to be in the top 10 at FSAE Michigan. However, we need your help to make it there.

2017 was a record season, and we aim to place top 10 in 2018

Your sponsorship will have a direct impact on our success, and here are some of the designated areas for your assistance:

- High-strength materials like carbon fiber and aluminum
- Set of FSAE specific dampeners
- Improved data acquisition system
- Going to additional competitions such as FSAE Lincoln
- Machining services

Adding to The University of Alabama’s legacy year after year
The Racing Life.  
Benefits of Sponsorship.

Your sponsorship of Crimson Racing is not only immediate performance for CR-18, but it also allows our members the opportunity to learn lessons and gain experience that we will always remember. Everything about this competition and our program creates the space for ingenuity, dexterity, and learning, making the next generation of engineers become the best they can be. The FSAE experience is second to none, and our program’s alumni know that the Crimson Racing experience is special. Our program’s storied history is the foundation for a bright future for this year’s car as well as our team members' careers.

Here is how you can directly benefit from joining our team:

- Crimson Racing is a 501(c)3 organization, making your donation **tax deductible**
- Your corporate logo in front of an international audience of today’s engineers and tomorrow’s innovators
- Monthly updates on our progress through our newsletter
- Photo-shoots with your products, and even bringing the car to corporate events
- Communication and recruitment to students aspiring to be the country’s best engineers

Crimson Racing appreciates all sponsorships, regardless of their form such as material, services, or expertise
Fund the Future.  
Sponsorship Levels.

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Bronze Sponsor $500-$999</th>
<th>Silver Sponsor $1,000-$2,499</th>
<th>Gold Sponsor $2,500-$4,999</th>
<th>Platinum Sponsor $5,000-$10,000</th>
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<tr>
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<tr>
<td>Sticker Size on Car</td>
<td>Company Name – Side Pod</td>
<td>Medium Color Logo – Side Body</td>
<td>Large Color Logo – Side of Nose</td>
<td>Extra Large Color Logo – Front Nose</td>
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<tr>
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<tr>
<td>Will Bring Car to Special Events</td>
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<tr>
<td>Logo on all Promotional Material</td>
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<td>Invitation to Drive at Sponsor Drive Day ‡</td>
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<tr>
<td>Sponsor Apparel Package</td>
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<td>—</td>
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</tbody>
</table>

We also accept material donations and sponsorship level is based on value of material.  
We also accept personal donations.  

‡ Schedule permitting, at least one drive day in the Summer or Fall.
Make it Official.
Become Part of our Team.

If you would like to be a part of Crimson Racing, then follow these steps:

• Contact us via e-mail.
• Send in your corporate logo.
• Then either*:
  • Donate online:
    • Visit the contact page on our website, http://fsae.eng.ua.edu/contact-us/
    • Then click on the link labeled “Instructions to make Crimson Racing Online Donation” for instructions on how to donate online.
    • If you donate, please do not forget to send us an email detailing your donation information. Otherwise we will not receive your donation.
  • Make out a check to Crimson Racing at:
    Attention: Crimson Racing
    286 Hardaway Hall
    401 7th Avenue
    Tuscaloosa, AL 35487

*For material donations, please contact us for alternate instructions.
Get in Touch.

Contact Information.

E-mail us any questions at:
alabamafsa@alabamafsa.com

Don’t get stuck in the pits! Follow us on social media to stay on pace with our progress!

@alabamafsa
#RaceTideRace
#CrimsonRacingUA
#OnlyTheBeginning

@alabamafsa

Crimson Racing

fsae.eng.ua.edu

The group of future engineers who built CR-17 enjoying competition after a long year