



Distribution news/Press release

## **The Rutronik Distribution. Art Car. returns for a second adventure**

**The campaign “show your FACE the truth” enables everyone to become part of the work of art**

**Ispringen (Germany), February 9, 2017 – After the huge success of last year, Rutronik Elektronische Bauelemente GmbH is sending its Distribution. Art Car. 2017 on a new adventure. The joint project between Rutronik and various manufacturers from the electronics industry combines the marketing activities of the businesses with support for the Bundesverband Herzranke Kinder e.V. (German Federal Association of Children with Heart Disease).**

As the name suggests, an art car is a fully functional automobile designed as a work of art. In 2016, the artist Rudi Fielitz created the Rutronik Distribution. Art Car. – an Audi R8 LMS – incorporating the logos of 46 companies. This campaign resulted in €9,000 being donated to the Bundesverband Herzranke Kinder e.V. (German Federal Association of Children with Heart Disease). In addition, numerous children with heart defects were given the opportunity to experience motor racing close-up. “We were completely overwhelmed by the success of our first art car,” says Thomas Rudel, CEO of Rutronik. “The demand from manufacturers was amazing and the car became a real attention grabber wherever it went. And we want to make the most of this awareness in 2017 for a worthy cause.”

Rutronik has once again come up with something rather special: Besides the companies whose logos can be seen on the Distribution. Art Car., every individual can take part this time round. Under the motto “show your FACE the truth”, the special campaign will see an

internationally renowned artist transforming the portrait photographs of participants into an innovative racing car design.

If you would like to be part of this work of art, simply register at the latest by March 1 at <https://www.rutronik.com/distribution-art-car-2017/>, donate at least €5.00, and upload a portrait photograph. All the proceeds will go to the Bundesverband Herzranke Kinder e.V., along with 20% of all other monies received.

The new Distribution. Art Car. adorned with the faces of all the participants and the logos of the involved companies will be unveiled at a special ceremony on March 30. The extra special racing car will then be on show at numerous race tracks, various exhibitions and events, and museums to help raise funds for the Bundesverband Herzranke Kinder e.V.

*Photo (Source: Rutronik): Everyone can show their face on the new Distribution. Art Car.*

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#### **About Rutronik ([www.rutronik.com](http://www.rutronik.com))**

Rutronik Elektronische Bauelemente GmbH is the third largest distributor in Europe (European Distribution Report 2016) and the number eleven worldwide (Global Purchasing, May 2016). The broadline distributor supplies semiconductors, passive and electromechanical components as well as boards, storage, displays & wireless products. The company's primary target markets are the automotive, medical, industrial, home appliance, energy and lighting industries. The ranges **RUTRONIK EMBEDDED**, **RUTRONIK SMART**, **RUTRONIK POWER** and **RUTRONIK AUTOMOTIVE** provide customers with specific products and services in groups tailored to the respective applications. Expert technical support for product development and design-in, individual logistics and supply chain management solutions as well as comprehensive services complete its scope of performance.

The company, founded by Helmut Rudel in 1973 in Ispringen, Germany, now has over 70 subsidiaries in Europe, Asia and the Americas. Rutronik employs more than 1,400 staff worldwide and achieved Group sales of 820 million euros in the fiscal year 2015.

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