



University of Glasgow

RACING

PARTNERSHIP PACK



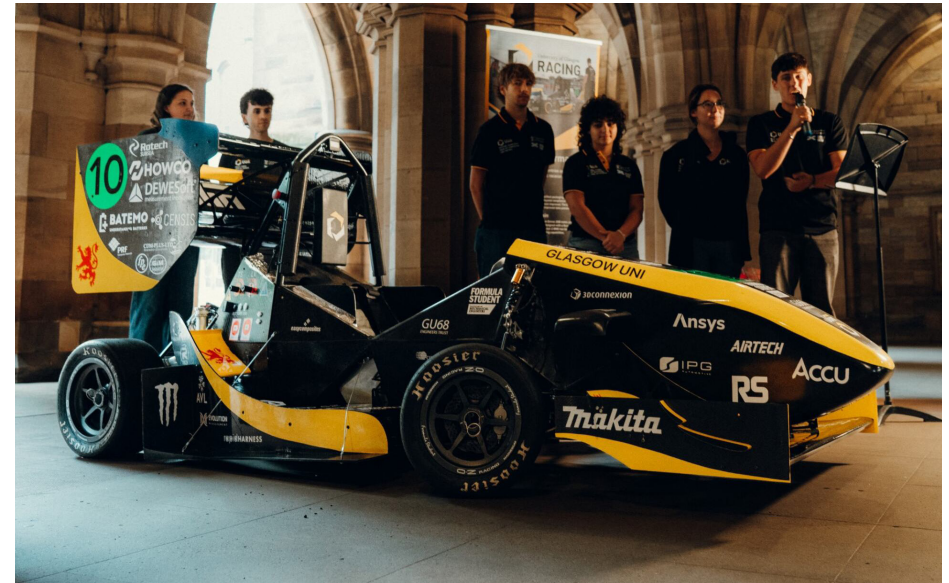
2025-26



As Team Principal of UGRacing, my mission is to lead with professionalism, ambition, and vision. I want every member of this team to leave with the skills and confidence to thrive in industry and to prove, through our car, what young engineers can achieve when given the right opportunities. With your support, we can make that vision a reality.

I'd be proud to have you alongside us as we chase our goals.

Isla Houston
Team Principal



About Us

UGRacing is a team of over 150 dedicated students from the University of Glasgow, representing a wide range of disciplines including engineering, computing science, and the arts. What unites us is a shared passion for motorsport and innovation. Together, we design, build, and race a single-seater car to compete at Silverstone each July. With your support, we are determined to challenge once again for the top positions at Formula Student UK (FSUK) 2026.

By partnering with us, you will gain exposure across a range of platforms. We proudly showcase our partners on our race car, website, social media channels, and team kit, all of which are seen by thousands of like-minded professionals and enthusiasts at our annual competition. Beyond visibility, our partnerships provide valuable opportunities for networking and recruitment in collaboration with the University of Glasgow, ranked among the world's Top 100 universities.

This is a pivotal and exciting moment for UGRacing. In 2022, we celebrated a landmark victory at FSUK, securing first place and closing the chapter on our successful combustion era. Since then, we have taken on the formidable challenge of transitioning to electric racing. Our most recent project, UGR25, represents a major milestone as our first fully operational electric race car. Building on this achievement, our ambition is clear: to return to Silverstone in 2026 and contend for the top spot once again.



The Competition

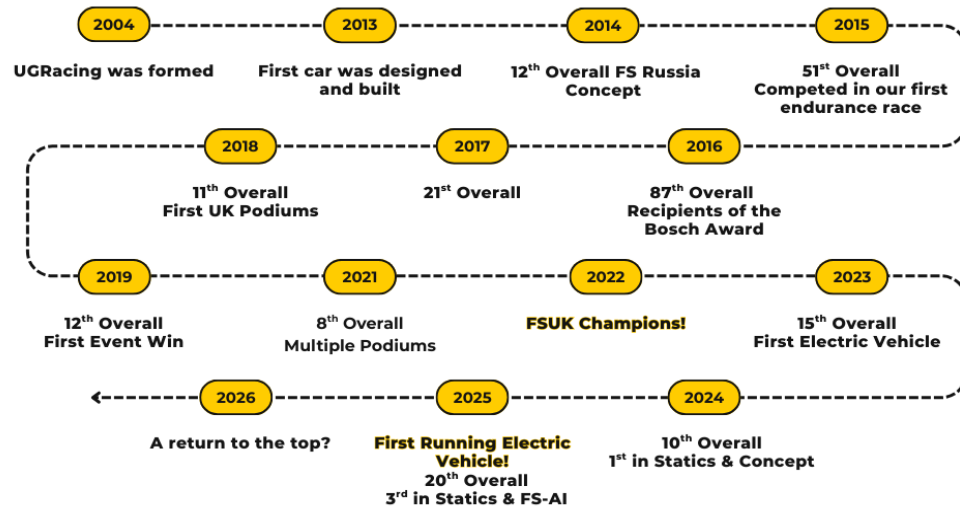
Formula Student (FS) is Europe's most prestigious and long-standing educational engineering competition, providing a world-class platform for young engineers to showcase creativity, technical expertise, and entrepreneurial ability. Its mission is to inspire innovation and encourage more young people to pursue careers in engineering and technology.

Each summer, the competition takes place at the legendary Silverstone Circuit, where over one hundred university teams from around the world are tested across both technical and business disciplines. Cars are judged on design, cost analysis, and a mock business pitch, before proving their speed, agility, and reliability on track in dynamic events.

The competition has also expanded to include the Driverless Class (FS-AI), where teams apply cutting-edge research in artificial intelligence, sensor systems, and autonomous driving technologies.

For UGRacing, Formula Student is far more than a race. It is a unique real-world learning experience that develops essential skills in problem-solving, teamwork, communication, management, marketing, and manufacturing. Success at FSUK represents not only engineering excellence but also professional readiness, proving our members' ability to perform under pressure on one of the most respected stages in student motorsport.

Our Team



UGRacing is one of the largest student based societies within the University of Glasgow. We have 150 members ranging from all schools within the University. They are split into three core branches: Operations, Electric Vehicle and Driverless.

Founded in 2004 as the University of Glasgow Formula Student Team, UGRacing first competed in the Concept Class at Formula Student UK (FSUK). Over the past 20 years, the team has grown significantly, overcoming challenges and celebrating successes while consistently dedicating countless hours to the design, manufacture, and development of our cars.

Our culture fosters creativity, teamwork, and innovation, preparing students to thrive in fast-paced environments. Alumni have gone on to careers in Formula 1, engineering, defence, finance, and cybersecurity, taking with them a versatile skill-set that combines technical expertise with leadership, problem-solving, and adaptability.

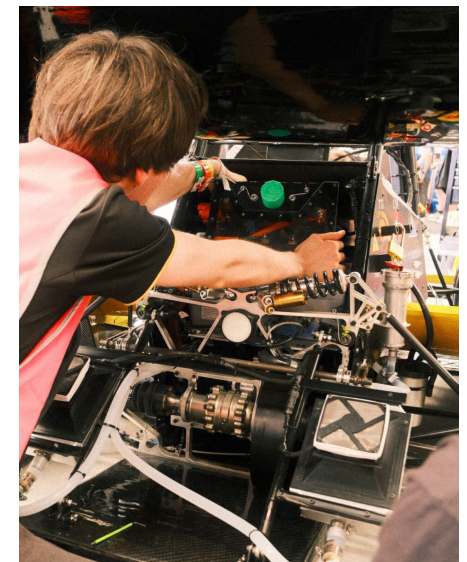
UGRacing isn't just a society; it's a place where ideas turn into reality, teamwork fuels success, and students gain the skills and experience to thrive in their future careers.

Electric Vehicle

The UGRacing EV team is comprised of around 90 students from a broad range of STEM disciplines across the University of Glasgow. These members come together to form 9 sub-teams covering mechanical, electrical and performance-focused work. This promotes detailed project working and higher level collaboration, similar to an industry level workflow. We aim to provide an opportunity for our members in real world motorsport design, planning and manufacturing that cannot be found in a traditional University degree programme.

Following the team's FSUK Victory in 2022, we made the transition to an electric powertrain for 2023 and beyond. We have since returned to competition in 2023, 2024 and 2025 cementing ourselves as one of the UK's top teams once again. We have recorded some of the highest static engineering performances in the competition's history and have now laid the foundations for another shot at victory in the near future.

Having returned from FSUK25, the team continued working tirelessly to get our car running for the first time since our transition to an electric drivetrain. This was a monumental milestone for our team, and was later followed by an extensive track testing programme. UGRacing are now headed into the 2026 season with the aim to deliver a competitive dynamic entry at FSUK in pursuit of returning to the top spot of the podium once again.





Concept Class

Concept Class is a separate category within the Formula Student competition that focuses on the design, justification, and presentation of a complete race car concept. Rather than manufacturing a vehicle, teams are judged on their engineering design, cost analysis, and business proposal, giving students the chance to demonstrate technical ability, creativity, and professionalism in a highly competitive environment. This class provides an invaluable platform for students to apply their academic learning to real engineering challenges while developing essential communication and organisational skills.

At UGRacing, every new member takes part in Concept Class during their first year. This structured approach ensures that recruits immediately engage with the competition and begin contributing to the team's success in a meaningful way. By working within Concept Class, students build confidence, technical competence, and collaborative experience that prepares them to progress onto the design, manufacture, and running of the Electric Vehicle car in later years. This system not only strengthens the team's long-term performance but also develops well-rounded, industry-ready engineers.

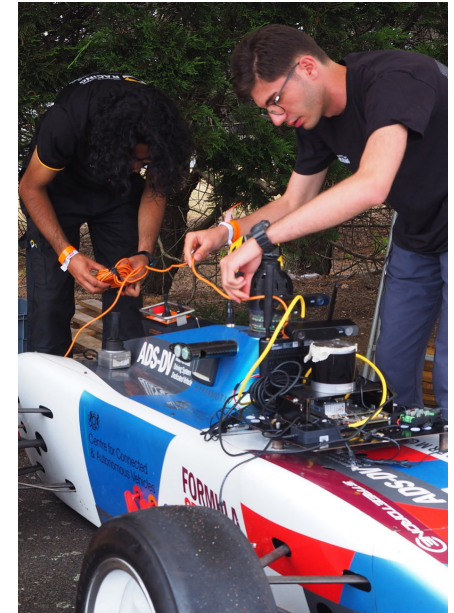
Driverless

With three consecutive 3rd place finishes and our strongest yet in the FS-AI competition's technical presentation events, Driverless enters the 2026 season with one goal: Our first victory in the Formula Student AI competition. To get there, we've strengthened every aspect of autonomous software to make the team competition ready.

Our perception system integrates LiDAR and camera technologies to detect and interpret the environment. This year, we are focused on further improving reliability and robustness to ensure consistent performance throughout the most demanding racing conditions.

Simulation allows us to develop and test our software before deployment. This season, we are deploying our in-house simulator in a Docker environment using the open-source CARLA platform. We also aim to explore new capabilities with IPG Carmaker to broaden our validation methods.

Path Planning is at the core of competitive driverless racing. Our team is advancing more resilient local planning algorithms to generate faster racing lines-translating into crucial time gains on track and demonstrating state-of-the-art AI decision-making.



Building The Future Of Motorsport Together

UGRacing is proud to be recognised as one of the UK's leading Formula Student teams. Partnering with us means supporting innovation at the forefront of student motorsport, while gaining valuable visibility and connections with future industry leaders.

We welcome all forms of support, from financial backing and material donations to manufacturing expertise, consultation, and discounted services. Every contribution helps us design, build, and race at the highest level, and in return we create tailored partnerships that deliver real value.

Our partners benefit from brand promotion at one of the UK's premier engineering competitions, with visibility on our car, team kit, website, and social media. They also gain direct access to the University of Glasgow's most talented students, many of whom go on to leading roles in industry, providing unique networking and recruitment opportunities.

We also offer access to performance data from our extensive testing programme and invite partners to exclusive events such as our annual car launch, testing days, and campus open days. Bespoke opportunities, including car demonstrations at partner offices, can also be arranged.

Together, we can drive UGRacing forward as one of the most innovative teams in Formula Student and build a partnership that delivers real impact both on and off the track.



Bronze Partner

Up to £499

Bronze partners are the foundation of our community. Your support helps us cover essential running costs and maintain momentum throughout the season. In return, you'll enjoy:

- Recognition on social media through "Thank You Thursday" posts.
- A light-hearted short-form video (<30s) for TikTok/Instagram Reels.
 - Your logo displayed on UGR materials.
- Regular updates on our progress and achievements.

Silver Partner

£500-£1499

Silver partners directly contribute to the building blocks of our car, such as consumables, electronics, and materials. Your support allows us to keep development moving forward. Benefits include:

- Deeper brand integration on Instagram.
 - A short-form video (<30s) for TikTok/Instagram Reels.
 - Your logo featured on the sidepods of our car.
- Invitations to UGR events and visibility opportunities on campus.

Gold Partner

£1500-£2999

Gold partners enable us to focus on specialised performance upgrades through packages like Testing + Training, which ensure our cars are safe, competitive, and reliable. As a Gold partner, you'll receive:

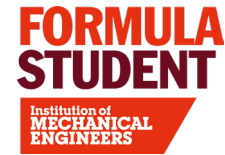
- A co-branded social media campaign.
- A medium-form video (1-3 minutes) highlighting your contribution or product.
 - Your logo placed on the rear wing of our car.
- In-person visits to our workshop and behind-the-scenes access to testing days.

Platinum Partner

£3000 and above

Platinum partners are key to advancing cutting-edge innovation, supporting flagship projects such as the Powertrain Package and Future Package, driving UGRacing's electric and driverless development. In return, you'll benefit from:

- Full access to our social media expertise, with bespoke campaigns and long-form video production.
- Prominent logo placement on the front or rear wing of our car.
- Exclusive collaboration with our creative team to bring your vision to life.
 - Bespoke engagement, such as demos, launches, or installations at your offices.



**WE ARE PROUD TO WORK
WITH OUR PARTNERS**





CONTACT US

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