

Press Release

Supporting the Future of Automotive Engineering

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GAINESVILLE, Fla., March 25, 2025 - MacDermid Enthone Industrial Solutions, a leading manufacturer of chemical compounds utilized in surface finishing applications, today announced its commitment to sponsor The University of Florida's Formula Society of Automotive Engineers (FSAE) racing team, Gator Motorsports. This student organization designs, builds, and races a Formula-style racecar, competing against teams from across the United States at the FSAE Design Competition each year in Michigan.

After transitioning from an internal combustion engine to an electric vehicle design in 2023, the team at Gator Motorsports was looking to optimize the power transport within their vehicle, with the goal of enhancing speed and performance on the track. After exploring busbar plating options, Battery Packaging Engineer, Zachariah Taylor, reached out to MacDermid Enthone for help.

"Busbars are a critical component to the design of an electric vehicle, and we needed to optimize the current flow while minimizing high voltage contact corrosion to get more power out of our design," noted Taylor. "After researching plating solutions, I knew we wanted to work with the best. I reached out to MacDermid Enthone to discuss opportunities to integrate their electroless nickel plating technology into our racecar."

MacDermid Enthone quickly responded, donating busbars plated with their industry-leading electroless nickel technology to the Gator Motorsports team. Along with the product donation, Ambrose Schaffer, Global Product Line Manager at MacDermid Enthone, and Austin King, EN Technical Specialist, partnered with Zachariah and his teammates to provide ongoing support and education. The team gained a deeper understanding of innovative surface finishing technologies and the benefits they can deliver to the evolving electric vehicle sector.

"We are thrilled to support the Gator Motorsports team for the 2024/2025 season," said Timothy Gotsick, VP of Technology & Innovation at MacDermid Enthone Industrial Solutions. "These talented students are the future of automotive engineering, and the innovations they develop today will impact the next generation of automotive manufacturing. We are honored to play a small role in their success and look forward to watching the team shine this June at the FSAE Design Competition!"

To learn more about Gator Motorsports, visit www.gatormotorsports.org

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