



Sponsorship Information

About Us: The Blue Devil Motorsports (BDMS) Formula Electric Team is a collection of students attending Lawrence Technological University (LTU) who design, build, and race an all-electric open-wheel race car as a learning experience. We compete in the Formula Hybrid + Electric Competition at the New Hampshire Motor Speedway in May 2025.



About Formula Hybrid + Electric: The Formula Hybrid competition consists of a variety of dynamic and static challenges called events. During events, students assume the role of a design team to create a prototype vehicle. Teams demonstrate their creativity and project management skills, as well as their vehicle's performance and durability. The challenge is to create a vehicle that is road-worthy and prevails over other designs. Events are scored to determine how well a vehicle performed across all challenges: including acceleration, autocross, endurance, design, and project management.



About LTU: Lawrence Technological University, then Lawrence Institute of Technology was founded in 1932 at the height of the Great Depression with the motto “Theory and Practice” to serve both traditional students and working adults. Since then, these roots have not been lost and LTU is still the center for education that it was founded as. Today, LTU has 2,000+ students and provides individual experience in all educational factors. These values have set a strong foundation for the 2025 BDMS Formula Electric team.



Our History: BDMS Formula Hybrid switched to Formula Electric in 2020; due to COVID-19 we achieved LTU’s first all-electric vehicle at competition in 2022, achieving 3rd place in 2022 at Formula Hybrid + Electric. In 2023, the new vehicle saw major performance and design improvements equivalent to that of the competition again earning 3rd place against top engineering schools around the country with more team members and funding. As many employers in the Detroit area know, LTU students just seem to find a way, and when faced with tough situations our team has repeatedly proven that we have what it takes to succeed.



blue devil MOTORSPORTS

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ENGINEERS WILL BE
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DIFFERENCE IN THE INDUSTRY
AND THE WORLD!**