



Driving the Future

Clemson Research Campus Will Boost Regional Automotive Cluster

The Clemson University International Center for Automotive Research promises to make South Carolina a hub of the nation's automotive and motorsports industry. Situated on 400 acres of prime property adjacent to I-85 in Greenville, S.C., the campus will be the home of a new graduate engineering center, state-of-the-art research and testing facilities, and private industry R&D operations that will support the region's growing automotive industry cluster. Eventually, the campus is expected to include unique research and testing facilities, such as an automotive electronics systems lab, a crash-worthiness lab, a fuels lab with an emphasis in hydrogen-based research, and a full-scale wind tunnel.

The automotive research initiative builds on a sound economic base. BMW and its suppliers represent an investment of more than \$5 billion and 9,000-plus jobs. More than 1,000 automotive assemblers and suppliers reside within a 500-mile radius of the campus — more than in the Detroit area. In addition, 200 automotive companies and 115 automotive suppliers are already located in South Carolina. And the campus sits at the center of a Charlotte-to-Atlanta corridor that is home to two-thirds of the nation's automotive race teams.

www.clemson.edu/autoresearch

The Carroll A. Campbell Jr. Graduate Engineering Center

Anchoring the campus will be the Carroll A. Campbell Jr. Graduate Engineering Center, named for the former governor whose leadership helped create an automotive industry cluster by bringing BMW to South Carolina a decade ago. Last year, BMW donated \$10 million to Clemson to help endow the center.

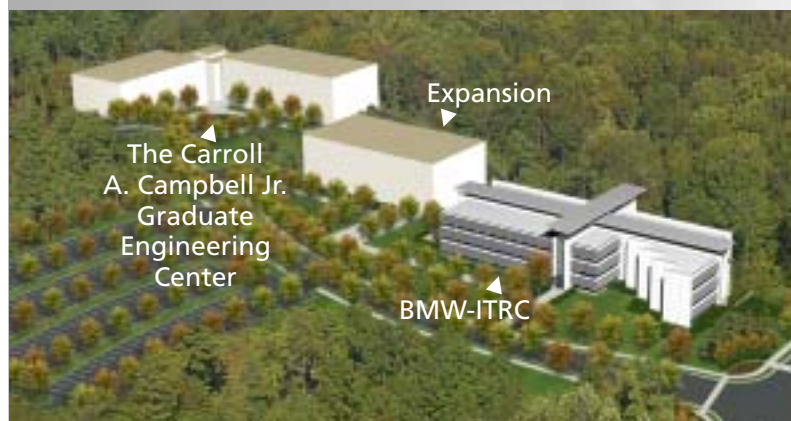
Clemson plans to recruit nine faculty and up to 50 graduate students. These faculty will join an established and nationally recognized core group of Clemson faculty who have been leaders in automotive and motorsports research and education for 15 years. Collectively, the faculty should generate \$10 million a year in external research support.

The Campbell Graduate Engineering Center will focus on systems integration, addressing a growing challenge in the automotive industry as car components become increasingly computerized. Graduates will be prepared to meet the engineering and management challenges of designing and building a highly complex modern automobile in which mechanical, electrical and digital technologies work together to drive safety, performance, comfort and even entertainment.

The Information Technology Research Center

The first nonacademic tenant on campus will be BMW Manufacturing of South Carolina, which has announced its plans to occupy an Information Technology Research Center to be built adjacent to Clemson's graduate school. The 84,000-square-foot center will support research that focuses on improving automotive software systems and software/hardware compatibility for BMW products.

The \$15 million facility will be owned by Clemson and leased by BMW. State funding to build the center is part of the state incentive package offered to BMW last year when the company announced an additional investment of \$400 million and the creation of 400 new jobs over the next several years.



Clemson's Role in Economic Development

The Clemson University International Center for Automotive Research represents the beginning of a new era in S.C. economic development — an era when research universities are leveraged to create high-paying, knowledge-based jobs.

National and regional experts in economic development say that future U.S. competitiveness will hinge on our ability to foster regional clusters of innovation. Clusters are geographic concentrations of related and intertwined companies, academic institutions, labs and associated agencies that — because of their proximity and tight linkages — enhance innovation, productivity and the creation of new jobs. At the heart of virtually every successful economic cluster is a major research university: Stanford and Berkeley at Silicon Valley; the University of Texas in Austin; and Duke, N.C. State and UNC-Chapel Hill at Research Triangle Park.

With the opening of the automotive research campus, Clemson is declaring that it will play such a role for South Carolina. The goal of this research campus is to help make South Carolina a major automotive and transportation cluster, which will lead to higher-paying jobs for S.C. citizens.

"When Clemson University set a goal of becoming one of the nation's top public universities, some people asked why. Why push ourselves so hard; why set such high standards and demand excellence in every endeavor; why drive our faculty and staff to be more productive and more creative than they have ever been before? This is why. This project represents what top-tier research universities do for their states and their citizens."

— Clemson President James F. Barker at groundbreaking ceremonies for the Clemson University International Center for Automotive Research

Partnership with IBM

In the first year of a new long-term partnership with Clemson, IBM has announced a commitment at the research campus valued at \$1.1 million. The commitment includes \$750,000 worth of software and the assignment of an IBM executive to support the work of Clemson faculty and students. IBM is working with both Clemson and BMW on extended participation in the future.

\$90 Million in Support to Date

The Clemson University International Center for Automotive Research has already generated more than \$90 million in public and private support, including the following:

- \$10 million from BMW to help endow the graduate engineering center
- \$5 million pledged from BMW suppliers for endowed chairs
- \$15 million in matching funds from the state's Research Centers for Economic Excellence program, which earmarks lottery funds for endowed chairs whose research impacts economic development
- \$40 million in state funding from the state's Economic Development Bond Act (pending final state approvals) to build and equip the Campbell Graduate Engineering Center and build the Information Technology Research Center to be leased by BMW
- \$14 million in state funding for roads and other infrastructure
- \$1.1 million commitment from IBM
- \$7 million to be raised by the Clemson University Foundation to purchase land

For more information, contact:

Neill Cameron
Vice President for Advancement
Clemson University
110 Daniel Drive
Clemson, SC 29631-1520
(864) 656-2123
cameron@clemson.edu

Chris Przirembel
Vice President for Research
Clemson University
300 Brackett Hall
Clemson, SC 29634-5701
(864) 656-7701
cprzmbel@clemson.edu

Doug Richardson
Director of Advancement Administration and Finance
Clemson University
110 Daniel Drive
Clemson, SC 29631-1520
(864) 656-1289
dougr@clemson.edu

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