
4L Trophy Rally 2016

AUSY sponsors 6 teams – students have until 15th October 2015 to send us their applications

*Has sport become a new recruitment terrain
for companies in search of future talents?*

The 4L Trophy, dedicated to students aged between 18 and 28 years, is the biggest student rally in Europe. This charitable sporting adventure is not just about speed but also sense of direction. For the 18th edition in 2015, 1,159 teams and 2,318 students from over 1,460 schools took off on this race across France, Spain and Morocco. For the 4th consecutive year, AUSY, an international Consulting and Engineering firm in Advanced Technologies, will sponsor 6 teams and through this sponsorship will create solid relationships with engineering students who will become future decision-makers in IT.

Initially chosen because it is **in line with the AUSY Group's CSR policy**, this rally has enabled the Consulting and Engineering Company to support and accompany engineering students in their extramural projects for 4 years. However, throughout the years **this event has proved to be a perfect opportunity to identify future talents**, establish privileged contacts, create sustainable relationships and improve our image. In fact, this ten-day rally allows the AUSY employees to **get to know a new side of the students' personalities, often quite different from the side shown in a "classical" interview**. Through this commitment and continual contact with the students, the Group is able to establish a profile of the students that is realistic enough to get **a global idea of how each individual reacts to others and to concrete challenges in real conditions**.

To identify **true talent**, the Group pays particular attention to students that display:

- ambition, realism and motivation in their application,
- competitiveness, persistence and vigilant behaviour on the roads,
- transparent and regular communication concerning the progress of their project before, during and after the race.

Each year AUSY recruits between 900 and 1,200 new employees of which 40% are young graduates from engineering schools. **The shortage of applicants in the IT sector** means that companies need to find new opportunities to meet and persuade high-potential students.

This is why **the AUSY Group will sponsor 6 teams from engineering schools for the 2016 edition of 4L Trophy** which will take place from 18th to 28th February. We ask students who represent a global project and who **wish to be sponsored by AUSY for this adventure to submit their applications to the following address before 15th October: 4ltrophy@ausy.com**.

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About the AUSY Group

AUSY is an international Consulting and Engineering firm in Advanced Technologies with a business model based on innovation and complementary services between its 2 core activities: Information Systems and complex Industrial Systems. In 2014, AUSY reached a turnover of around €340,9million and had employed more than 4,000 personnel at over 20 locations in France and in 9 other countries: Belgium, Luxembourg, the UK, Germany, Spain, USA, Romania, Tunisia and India.

AUSY is a key partner for large-scale project steering and a primary support for large international companies. The Group offers a comprehensive service package which combines consultancy and expertise, from the production of applications and systems up to the outsourcing of activity on-and off-site.

Named an "Innovative Company" by OSEO Innovation and nominated for the 'Prix de l'Audace Créatrice' for the last two years, AUSY brings support to many innovative or humanitarian projects. AUSY is present in various activity sectors:

- Telecommunications and media
- Aerospace
- Space industry
- Transportation
- Energy
- Defence
- Banking, Insurance, Finance
- Governmental and European Institutions

For further information: www.ausy.com