**ANTICIPATION BUILDS WITH ONE MONTH TO GO UNTIL EXTREME E SEASON 3 BEGINS**

**14 February 2023, London:** After two years filled with drama, excitement, and plenty of on-course action, Extreme E is set to return with its biggest campaign yet, as the 2023 season begins in NEOM, Saudi Arabia, in a month’s time.  
  
Season 3 will deliver fresh faces, an exciting new team as superstar DJ Carl Cox enters the championship, and even more thrilling wheel-to-wheel action showcased across some of the toughest and most environmentally challenged terrains on the planet.  
  
As the pioneering championship continues to evolve, Extreme E Season 3 promises to captivate on and off the course, whilst delivering on its overall purpose to address climate change through sport, starting with the Desert X Prix on 11-12 March.  
  
**His Royal Highness Prince Khalid Bin Sultan Al-Abdullah Al-Faisal, Chairman of the Saudi Automobile and Motorcycle Federation and the Saudi Motorsport Company, commented:** “We are very excited to welcome Extreme E back to the Kingdom for the third consecutive year of action-packed racing. This successful partnership goes well beyond the sporting element, however, as it builds on our shared long-term commitment to build a more sustainable future for all.  
  
"In addition, it perfectly aligns with one of the most important pillars of Saudi Arabia’s Vision 2030 to make the Kingdom a leader in the development and promotion of alternative energy sources and the preservation of the environment for future generations.”  
  
**Alejandro Agag, CEO and Founder of Extreme E, said:** “Using our sport for purpose platform, Extreme E truly stepped things up another level last year and delivered some of the best racing action in the series so far. Now, we are ready to go and do it all again, with more ambition than ever before.  
  
“Entering our third season, we are proud to welcome legendary DJ Carl Cox to the party and are excited to see his team, Carl Cox Racing, take on the rest of our star-studded grid. We have such a strong field in Extreme E for 2023, from our championship-winning outfits led by Nico Rosberg and Lewis Hamilton, respectively, to strong challenger line-ups in the likes of NEOM McLaren Extreme E, Veloce Racing, and ABT CUPRA XE preparing to push competition boundaries.  
  
“We are thrilled to open the season once again in NEOM. The ambition for NEOM and its targets are the same values that we have in Extreme E. NEOM’s principle of sustainability will provide an environment for living in harmony with nature, and all this meets the values of our championship.  
  
“With all this excitement we cannot lose sight of our overall purpose – this championship is a race for the planet. We are determined to build on the success our platform has had in raising awareness of climate issues and we are ready to take things even further as we explore the sustainable solutions that we can all be part of.”  
  
NEOM is the centrepiece of Saudi Arabia’s Vision 2030 plan to grow and diversify the Saudi economy and position the country as a leader in global sustainable development.  
  
Built from the ground up, NEOM will be a new model for livability in the face of climate change, creating thriving businesses and reinventing environmental conservation. This will include the world’s first large-scale renewable energy system, pioneering the use of green hydrogen, as well as a world hub for clean energy generation research and innovation.  
  
Beyond being a hub for sustainability, entrepreneurs and business leaders, NEOM is also set to be the home of adventure sports – creating active communities and a host destination for dynamic and challenging sports - Extreme E being among the first.  
  
The sport infrastructure in NEOM will include the broadest spectrum of sports, from grassroots to high performance. NEOM's ambitions also include a strong focus on environmental conservation, in line with the project's plans to preserve 95% of its natural environment.  
  
NEOM’s involvement in Extreme E grew even further last season, becoming the title sponsor at NEOM McLaren Extreme E. The partnership with McLaren Electric Racing builds on NEOM’s growing involvement in electric motorsport and aims to establish NEOM as an innovative hub for global sport. A multi-year relationship with ENOWA was also announced, NEOM’s energy, water and hydrogen subsidiary, to introduce green hydrogen power to their global sustainable racing series.  
  
ENOWA is the engine room for sustainable energy, water and hydrogen at NEOM. Green hydrogen is widely seen as the most promising green energy carrier for the future. This technology supports the transportation of renewable energy over long distances and the decarbonisation of major industries and infrastructure. Both work to implement innovative green hydrogen-based technologies to not only power the championship towards a 100% “leave no trace” ambition but also to showcase the opportunities around this technology.

The Desert X Prix marks Extreme E’s third event in the region, pursuing the mutual goal of combining sustainability with global sporting events.  
  
**Jan Paterson, Managing Director of Sport at NEOM, added:** “We are delighted to welcome Extreme E back to NEOM to kick off the 2023 season. Hosting Extreme E aligns with NEOM’s vision to become a unique host destination in the world for global sport by combining the principles of exciting competition with sustainable best practices."  
  
The opening round of the season will take place on the shores of the Red Sea close to the location of the 2022 NEOM Beach Games, which hosted over 300 athletes from 25 countries.  
  
Teams will once again face a mostly sandy terrain, though a very different challenge and location to the deserts of the series’ past two visits to Saudi Arabia.  
  
Many of the drivers will have experienced a shoreline course before, at the Ocean X Prix in Senegal in 2021, but all will have to be at the top of their game to meet the unique demands of this terrain.  
  
NEOM will start the global voyage of Season 3, highlighting the impact of climate change and human interference in one of the most remarkable and remote locations in the world, whilst promoting the adoption of electric vehicles in the fight to help preserve the environment and protect the planet.  
  
Alongside returning to Saudi Arabia, Sardinia, and Chile, Extreme E will also make its debut in Scotland, and possibly the USA or Brazil.  
  
With less than five weeks to go until the opening X Prix of the campaign, Extreme E Season 3 is all set to be another spectacular campaign.

**To learn more about Extreme E, visit -** [**www.Extreme-E.com**](http://www.extreme-e.com)**ENDS**  
  
  
For more information on Extreme E, please contact:

**Extreme E Communications:**  
  
**Simra Gulzar, Extreme E**

E: [simra@extreme-e.com](mailto:simra@extreme-e.com) / [+44 7552 858229](tel:+44%207552%20858229)**Josh Bell, MPA Creative**

E: [jb@mpacreative.com](mailto:jb@mpacreative.com) / +44 7557 102540

**Diego Bustos, BE Mass Media (Latin America -including Brazil-, US Hispanics, Spain, Portugal)**

E: [diego.bustos@bemassmedia.com](mailto:diego.bustos@bemassmedia.com) / +569-8829-9138 or +1-660-847-4645

*Please visit the Extreme E media centre to access images, videos and press releases:* <https://www.extreme-e.com/en/mediacentre>

**NOTES TO EDITORS**  
  
**About Extreme E:**  
Now heading into its third season, Extreme E is a radical off-road racing series, founded by the same team behind Formula E, which showcases electric SUVs and futuristic technologies in some of the world’s most remote and challenging environments.

This five-event global voyage utilises its sporting platform for the purpose of promoting electrification, environment and equality. The series’ goal is to highlight the impact of climate change in some of the world’s most endangered environments, promote the adoption of electric vehicles to pave the way for a lower carbon future, and provide a world-first gender-equal motorsport platform.

The first sport to ever be built out of a social purpose, Extreme E aims to minimise environmental impact while maximising awareness, racing in places that have already been damaged or affected by climate change or human interference and taking fans deep into the heart of the most pressing issues facing our planet’s future.

Not only that, but Extreme E is also helping the car industry to develop future-facing technology using racing as a platform for road innovation, which accelerates change ten-fold.  
  
Season 3 Calendar:

Saudi Arabia  
11-12 March 2023  
Scotland  
13-14 May 2023  
Sardinia, Italy  
08-09 July 2023  
Amazon/USA  
16-17 September 2023  
Chile  
02-03 December 2023  
  
**About NEOM:**  
NEOM is an accelerator of human progress and a vision of what a New Future might look like. It is a region in northwest Saudi Arabia on the Red Sea being built from the ground up as a living laboratory – a place where entrepreneurship will chart the course for this New Future. It will be a destination and a home for people who dream big and want to be part of building a new model for exceptional livability, creating thriving businesses and reinventing environmental conservation.  
  
NEOM will include hyperconnected, cognitive towns and cities, ports and enterprise zones, research centers, sports and entertainment venues and tourist destinations. As a hub for innovation, entrepreneurs, business leaders and companies will come to research, incubate and commercialize new technologies and enterprises in groundbreaking ways. Residents of NEOM will embody an international ethos and embrace a culture of exploration, risk-taking and diversity.  
  
For further information email [media@neom.com](mailto:media@neom.com) or visit [www.neom.com](http://www.neom.com/)and [www.neom.com/en-us/newsroom](http://www.neom.com/en-us/newsroom)**About ENOWA:**  
ENOWA is a world-class energy, water and hydrogen company founded in NEOM, Saudi Arabia. ENOWA produces and delivers clean and sustainable resources for industrial and commercial applications using a customer-centric smart and connected system, designed to be circular and takes advantage of NEOM's optimal solar and wind energy profile. ENOWA benefits from NEOM's greenfield site, which has no legacy infrastructure, to advance Energy, Water, and Hydrogen innovation.  
  
ENOWA will act as a catalyst and incubator for developing new, sustainable energy and water businesses while creating a robust economic sector regionally. Through its commitment to renewable energy and efficient water management, ENOWA seeks to become a global reference for industry leaders and setting a benchmark for sustainable economic circular systems around the world.  
  
For more information, please visit: [enowa.neom.com](https://enowa.neom.com/)**About Continental Tires: Founding Partner and Official Tire Partner**  
Continental develops pioneering technologies and services for sustainable and connected mobility of people and their goods. Founded in 1871, the technology company offers safe, efficient, intelligent, and affordable solutions for vehicles, machines, traffic and transportation.  
  
The tyres business area has 24 production and development locations worldwide. Continental is one of the leading tyre manufacturers with more than 56,000 employees and offers a broad product range for passenger cars, commercial and special-purpose vehicles as well as two-wheelers. Through continuous investment in research and development, Continental makes a major contribution to safe, cost effective and ecologically efficient mobility. The portfolio of the tyres business area includes services for the tyre trade and fleet applications, as well as digital management systems for tyres.  
  
Continental has developed a new high-performance tyre for Extreme E Season 2, redesigned to include the use of more sustainable materials. Each of the 30 tyres that Continental has supplied to all ten Extreme E teams now contains recycled polyester made from approximately 60 PET bottles.  In total, around a third of each second-generationCrossContact Extreme E tyre consists of recycled and renewable raw materials.  
  
**About Kaizen Clean Energy: Official Clean Energy Technology Provider**  
Kaizen Clean Energy (KCE), a manufacturer of hydrogen generators, is developing integrated solutions for electric vehicle (EV) charging, hydrogen fuelling, and distributed power for the grid and critical assets.  
  
KCE offers its mobile microgrid to customers through an Energy as a Service contract, which eliminates large capital expenses and provides customers with the flexibility to scale with energy needs over time.   
  
Kaizen Clean Energy will support ENOWA - NEOM’s energy, water, and hydrogen subsidiary and Green Hydrogen Power Partner to Extreme E - in delivering a pioneering hydrogen microgrid solution to the championship.  
  
Find out more on: [www.kaizencleanenergy.com](http://www.kaizencleanenergy.com).  
  
**About Zenith: Official Timekeeper and Founding Partner**  
Zenith exists to inspire individuals to pursue their dreams and make them come true – against all odds. Since its establishment in 1865, Zenith became the first watch manufacture in the modern sense of the term, and its watches have accompanied extraordinary figures that dreamt big and strived to achieve the impossible – from Louis Blériot’s history-making flight across the English Channel to Felix Baumgartner’s record-setting stratospheric free-fall jump. Zenith is also highlighting visionary and trailblazing women – past and present – by celebrating their accomplishments and creating in 2020 its first-ever collection dedicated entirely to them, Defy Midnight.  
  
With innovation as its guiding star, Zenith features exceptional in-house developed and manufactured movements in all its watches. Since the creation of the El Primero in 1969, the world’s first automatic chronograph calibre, Zenith has gone on to master fractions of the second with the Chronomaster Sport and its 1/10th of a second precision and the DEFY 21 with a precision of 1/100th of a second.  
  
**About Allianz: Founding Partner and Official Insurance Partner**  
The Allianz Group is one of the world's leading insurers and asset managers with more than 100 million private and corporate customers in more than 70 countries. Allianz customers benefit from a broad range of personal and corporate insurance services, ranging from property, life and health insurance to assistance services to credit insurance and global business insurance. Allianz is one of the world’s largest investors, managing around 790 billion euros on behalf of its insurance customers. Furthermore, our asset managers PIMCO and Allianz Global Investors manage 1.7 trillion euros of third-party assets.  
  
**About Vodafone Business: Official Technology and Communication Partner**  
With expertise in connectivity, global scale and the leading IoT platform, Vodafone Business is a leading technology communications company helping organisations succeed in a digital world and keeping society connected. Vodafone’s purpose is to connect for a better future, enabling an inclusive and sustainable digital society, and many of its solutions have sustainability and inclusivity embedded.  
  
Unique in its scale as the largest pan-European and African technology communications company, Vodafone transforms the way we live and work through its innovation, technology, connectivity, platforms, products and services. Vodafone operates mobile and fixed networks in 21 countries, and partners with mobile networks in 52 more. As of 31 December 2021, they had over 300m mobile customers, more than 28m fixed broadband customers and over 22m TV customers.  
  
This collaboration will see Vodafone Business leading innovations and capabilities such as 5G, MPN, IOT and MEC, integrated into Extreme E’s global operations and will include full involvement in the purpose- driven elements of the series, with special prominence on Extreme E’s Legacy Programmes and the Science Laboratory on board the St Helena. Through its IOT solutions, Vodafone Business is helping sustainability efforts, including agriculture, forestation and decarbonisation of energy grids.  
  
Find out more on [http://www.Vodafone.com/business](http://www.vodafone.com/business) and follow Vodafone on its social media channels:  
  
Twitter: @VodafoneGroup   
LinkedIn: [www.linkedin.com/company/vodafone](http://www.linkedin.com/company/vodafone)   
  
**About ALLCOT: Extreme E’s Official Environmental Credit Supplier**  
ALLCOT provides innovative project development, carbon markets, and sustainability advisory services since 2009.ALLCOT’s unique approach is based on using Article 6 of the Paris Agreement, its linkage to the 17 Sustainable Development Goals (SDGs), non-market approaches, and other market mechanisms.  
  
ALLCOT aims to lead and accelerate the global transition towards a climate-neutral society by 2050. ALLCOT provides knowledge and expertise to implement climate change intervention initiatives and carbon projects that rely on nature-based and technology-based approaches.  
  
ALLCOT supports firms and public bodies in developing their own emission reduction initiatives by providing consulting services for various carbon quantification standards (CDM, VCS, GS), as well as for various sectors (forestry, waste, renewable energy, transportation, sports). The entire carbon credit value chain is encompassed by these consulting services created under the Paris agreement.  
  
Find out more: [www.allcot.com](http://www.allcot.com/)LinkedIn: [https://www.linkedin.com/company/allcot/](https://www.linkedin.com/company/allcot)**About CBMM: Founding Supplier**   
CBMM | Niobium is a founding supplier of Extreme E and the Championship’s official Niobium Technology Supplier and Chassis Technology Supplier.  
  
Critical to the automotive sector, niobium produces stronger, lighter and more sustainable cars with better energy efficiency. Its technologies are already widely applied in different areas, including light-weighting, safety, emissions reduction and electronics that will help lead to a sustainable sector transformation. Key applications of niobium in the Mobility sector include chassis, brakes and exhaust systems, drivetrains, batteries and EV charging stations and any number of ancillary components. Its qualities mean materials can be made lighter, stronger, more robust and more reliable – all while being more sustainable than other materials.   
  
CBMM offers technical innovation to customers around the globe through a team of over 2,000 highly trained, dedicated professionals providing cutting-edge niobium products and technology to over 400 clients in around 40 countries.  
  
**About Neat Burger: Official Plant-based Partner**   
Neat Burger is one of the world’s fastest growing plant-based sustainable burger chains, backed by key investors Formula 1 Champion and X44 Extreme E team owner, Lewis Hamilton, and actor and environmentalist, Leonardo DiCaprio.  
  
Established in 2019, Neat Burger has achieved not only a loyal fanbase but industry recognition too, having won for a second year running the UK’s Best Vegan Restaurant of the Year at the Deliveroo Restaurant Awards and it was nominated for the 2021 GQ Food & Drink Sustainability Award. Most recently, the brand was awarded PETA’s inaugural Company of the Year Award for its game changing approach to plant-based diets, encouraging people to eat delicious, protein-packed plant-based meals.  
  
As part of its mission to create a sustainable future, Neat Burger is working with Eden Reforestation Projects on its large scale reforestation initiatives. In 2021, Neat Burger funded the planting of over one million mangrove trees in Madagascar.  
  
**About EY: Official Innovation Partner**  
EY is a global leader in assurance, tax, strategy, transaction and consulting services. The insights and quality services they deliver help build trust and confidence in capital markets and in economies the world over. EY develops outstanding leaders who team to deliver on our promises to all of our stakeholders. In so doing, they play a critical role in building a better working world for their people, for their clients and for their communities.  
  
EY originally joined the Championship to help Extreme E achieve its commitment of minimizing the overall footprint whilst creating a positive legacy. In collaborating with Extreme E, EY has become a vital part of creating an Environment Impact Assessment framework which further drives the championship in the direction of positive change. Whilst Extreme E strives to race without leaving a trace, the framework provided by EY has allowed the championship to minimize its environmental impact across each race location. Both prior and post-racing impact assessments have allowed Extreme E to strategically plan their actions within these areas.  
  
**About INTERprotección: Official Insurance Broker**  
INTERprotección is composed of a group of Mexican insurance, reinsurance and surety bond brokerage companies. With global presence and recognition, INTERprotección has more than 40 years of experience in management and comprehensive risk consulting in the Mexican market. Its business model is focused on bringing the client to the forefront and offering them the best service through innovative and disruptive products, more recently with its new brand [inter.mx](https://inter.mx/), its insurance digital platform that is transforming the insurtech game.  
  
**About LuisaViaRoma: Official Fashion Partner**  
Defined by the Financial Times as “a haven for directional fashion,”[LUISAVIAROMA.COM](https://gbr01.safelinks.protection.outlook.com/?url=https%3A%2F%2Furl6.mailanyone.net%2Fv1%2F%3Fm%3D1l40NA-00039a-3X%26i%3D57e1b682%26c%3D195AVmsnACejGQbj8XWTN7evBrvKJ1dnbRSlGauikIN1jvOJqayL11c08sfz5q1cceT_kfGhbO_Pgdul_vKgCHKD7IRSCNz5N1nGW9IZudTMsArXH_4RgkZJ_1yUJ1LCnfuAdJA1-KMInD6ZezFTWMgr389RpxOBDTwby2-m0iGBYpmPZjv9wwqhM1MxBH243uOw61cdEjXAR5FWvZyEV-xrW9U-ZTO-2PYSpSwfH4s&data=04%7C01%7CCarla.Corbet%40mpacreative.com%7C0caf6dd47e0f4a1eab8908d8c127765b%7C3891b9e18f6b4fe3a38ee5305dc2823a%7C1%7C0%7C637471722513203463%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=jOWRp6eyKk%2BAXQzlhUUINtGvz6Jil8elRhPIOfB8uOY%3D&reserved=0) is the top online luxury fashion destination with 5,000,000 visitors per month and worldwide shipping. With each new season, the website presents the collections of more than 600 established designers and young emerging talents.  
  
**About Enel X Way: Official Smart Charging Partner**  
Enel X Way is the Enel Group's new global business line entirely dedicated to electric mobility. Currently, Enel X Way manages approximately 320,000 charging points, both directly and through interoperability agreements in place worldwide1. As a global platform for e-mobility, the company is focused on developing flexible charging technologies and solutions to improve the customer experience by supporting the electrification of transport for consumers, businesses, cities and public administrations.  
  
Find out more on<https://enelxway.it/en/home> and follow Enel X Way on its social media channels:  
  
LinkedIn: Enel X Way   
Twitter: @enelxway  
Instagram: @enelxway   
Facebook: @enelxway  
  
1 Public and private charging points, including points of interoperability.

