**Embargo: Thurdsay 17 December, 08h00 (GMT)**

**EXTREME E**

**PARTNERS WITH MONCLER**

**17 December 2020, London:**Extreme E, the new electric off-road racing series, has announced it is partnering with Moncler. The renowned global luxury brand will provide a dedicated uniform for Extreme E’s on-site team, protecting them from the elements during the remote races. The co-branded uniforms include some of the brand’s most iconic outerwear as well as sweatshirts, t-shirts, soft-accessories and shoes for a mix of terrains.

Extreme E and Moncler both share a common purpose when it comes to sustainability. The Italian luxury brand recently launched its new sustainability plan – *Moncler Born to Protect* - that renews the company’s commitment towards sustainable development and further integrates social and environmental responsibility into its business model, focusing on five strategic drivers: climate action, circular economy, fair sourcing, enhancing diversity, and giving back to local communities.

This ties in perfectly with Extreme E’s environmental aims to raise awareness on the climate emergency and inspire action, all while delivering motorsport in the most sustainable way possible, from hydrogen fuel cells for car charging, to no spectators on-site, to reduce the championships carbon footprint.

**Alejandro Agag, Founder and CEO, Extreme E, said:** “It’s great news that Moncler will be kitting out the Extreme E team on location. Not only are we heading to places like the Arctic in Greenland, where our team will need to be protected from the elements by the best quality gear, but it’s also crucial that we work with brands that share our same environmental ethos. Moncler is certainly the best partner to support us on both these levels.

“Moncler’s latest sustainability commitment covers many aspects of Extreme E’s focus. From reducing emissions and utilising clean energy, to supporting local communities, to embracing diversity –these are all things Extreme E stands for too.”

Founded in 1952, Moncler was born to protect from the cold. The Moncler Born to Protect Sustainability Plan extends this founding purpose of protection to people and to our planet, tackling some of the most pressing challenges facing the world. Like Extreme E, Moncler aims to be carbon neutral in 2021 and use 100% renewable energy by 2023.

Not only that, Moncler will soon have a Diversity and Inclusion Council to boost cultural change, something Extreme E is also championing with its stipulation that each team must field a male and female driver in a bid to drive equality in motorsport.

Giving back is also a key part of Moncler’s sustainability strategy by supporting local communities and ensuring all its employees are volunteering by 2022.

Moncler’s support to local communities is a crucial aspect of Extreme E’s plan too. As well as shining a spotlight on the environmental emergency, the series also seeks to leave a long-lasting positive impact through its Legacy Programmes.

Extreme E’s Legacy Programmes include national climate education for schools in Greenland with UNICEF, supporting agroforestry in the Amazon with The Nature Conservancy, and planting a million mangroves in Senegal with the Oceanium NGO, with more projects to be confirmed.

The inaugural Extreme E season starts in March 2021 in AlUla, Saudi Arabia, before moving to Lac Rose, Senegal in May, Kangerlussuaq, Greenland in August, and the Amazon, Brazil in October, before the season finale in Patagonia, Argentina, in December.

**To learn more about Extreme E, visit -** [**www.Extreme-E.com**](http://www.extreme-e.com)

**ENDS**

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

**NOTES TO EDITORS**

**About Extreme E:**

Extreme E is a radical new racing series, which will see electric SUVs competing in extreme environments around the world which have already been damaged or affected by climate and environmental issues. The five-race global voyage highlights the impact of climate change and human interference in some of the world’s most remote locations and promotes the adoption of electric vehicles in the quest for a lower carbon future for the planet.

To minimise local impact, Extreme E races will not be open to spectators, with fans instead invited to follow the action through live TV broadcast, and on social media.

The St. Helena, a former passenger cargo ship, has undergone a multi-million Euro refit to minimise emissions and transform her into Extreme E’s operations hub. The ship will be used to transport the championship’s freight and infrastructure, including vehicles, to the nearest port, minimising Extreme E’s footprint, as well as being used to facilitate scientific research through its on-board laboratory.

Extreme E is also pioneering hydrogen fuel cell technology which will enable its race fleet to be charged using zero emission energy. This innovative solution from AFC Energy uses water and sun to generate hydrogen power. Not only will this process emit no greenhouse emissions, its only by-product will be water, which will be utilised elsewhere on-site.

Season 1 Calendar:

Desert X Prix: AlUla, Saudi Arabia
20-21 March 2021
Ocean X Prix: Lac Rose, Senegal
29-30 May 2021
Arctic X Prix: Kangerlussuaq, Greenland
28-29 August 2021
Amazon X Prix: Para, Brazil
23-24 October 2021
Glacier X Prix: Patagonia, Argentina
11-12 December 2021

**About Moncler:**

Moncler was founded at Monestier-de-Clermont, Grenoble, France, in 1952 and is currently headquartered in Italy. Over the years the Brand has combined style with constant technological research assisted by experts in activities linked to the world of the mountain. The Moncler outerwear collections marry the extreme demands of nature with those of city life. In 2003 Remo Ruffini took over the company, of which he is currently Chairman and CEO. Moncler manufactures and directly distributes the clothing and accessories collections under the brand Moncler through its boutiques and in exclusive international department stores and multi-brand outlets.

**About Continental Tyres: Founding Partner and Official Tyre 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. In 2019, Continental generated sales of €44.5 billion and currently employs more than 230,000 people in 59 countries and markets.

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 posted sales of €11.7 billion in 2019 in this business area. Continental ranks among the technology leaders in tyre production 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.

 **About CBMM: Founding Supplier**
CBMM is the world leading supplier of niobium products and technology. Headquartered in Brazil, with offices and subsidiaries in China, Netherlands, Singapore, Switzerland and the United States. 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 300 customers in 50 countries.

**About Neat Burger: Official Plant-based Partner**
Neat Burger is the first of its kind – the planet-friendly, plant-based, full-flavoured game-changer the world has been waiting for. The world’s first plant-based sustainable burger chain, Neat Burger offers a menu that appeals to not only those who follow plant-based diets, but any individuals, meat-eaters included, who want to eat delicious meat-free dishes that are more sustainable, healthier and ethical. The brand is backed by seven-time FIA Formula One World Champion Lewis Hamilton, in collaboration with hospitality organisation The Cream Group and investors, as well as UNICEF Ambassador and early backer of Beyond Meat Tommaso Chiabra. Neat Burger opened its first site in September 2019, just off Regent Street in London, and is set to open its second dine-in outlet at Camden Market in 2020, with plans for global expansion across Europe, the US and Middle East already in place.

**Founding Partner and Official Tyre Partner:**



**Founding Supplier:**



**Official Fashion Partner:**

**Official Plant-based Partner:**

