**EXTREME E CONFIRMS BROADCAST PARTNERSHIP WITH**

**GREEK PAY TV PROVIDER COSMOTE TV**

**30 December 2020, London:**Extreme E, the new electric off-road racing series, has confirmed a broadcast deal with the leading Greek pay TV provider COSMOTE TV.

The pay TV provider, which airs across over 560 thousand households in Greece, will broadcast the live racing action plus highlight shows and the championships three-part documentary style series; How to Build a Race Car, Making Tracks and The Electric Future. The shows will be in both Greek and English.

**Ali Russell, Chief Marketing Officer at Extreme E, said:** “It is great news Extreme E has signed yet another broadcaster in another territory, and I would like to welcome COSMOTE TV to the series.

“Our broadcast product is really coming together and I’m really excited by the things I’m seeing, from digital overlays with a whole range of data, to our hybrid storytelling. The shows will of course tell the story of the races, but much more than that, they will also convey the environmental issues these incredible places are facing.”

**Dimosthenis Vasilopoulos, COSMOTE TV Content & Production Operations Director added:** “We are very pleased with the addition of Extreme E to our sports programming. The groundbreaking racing series will bring spectacular content for COSMOTE TV subscribers and also raise awareness on climate change and sustainable growth. With F1, MotoGP and now Extreme E, COSMOTE SPORT channels are the ultimate destination for premium motorsports TV content.”

Extreme E is a motorsport championship like no other. Teams will be racing an electric SUV in five locations that have all been detrimentally impacted by climate change. One of the aims of the series is to highlight a variety of issues around the climate crisis and encourage change.

The championship is going to extreme lengths to ensure it is as sustainable as possible from having no spectators on-site to utilising hydrogen fuel cells for zero emission car charging, all in a bid to reduce its carbon footprint.

Not only that, the series has a unique sporting format, which includes teams fielding both a male and female driver – a world first in motorsport – to promote gender equality and a level playing field.

The agreement with COSMOTE TV is the latest in a long line of broadcast partnerships already announced by Extreme E, including BBC (UK), Discovery (Europe), FOX Sports (United States, Canada and the Caribbean), FOX Sports Asia (Southeast Asia), FOX Sports Australia, Globo (Brazil), ESPN (Latin America), ESPN Africa, Mediaset (Italy), Sony India (Indian subcontinent), TVNZ (New Zealand), RTM (Malaysia), Dubai Sports (Middle East), RDS (Canada), China Sports Zhibo.tv and Huya (China), RTL 7 (The Netherlands), ORF (Austria), Arena Sport (Balkans), MySports (Switzerland), Virgin Media Television (Ireland) and BTRC (Belarus).

**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 COSMOTE TV:**

COSMOTE TV is OTE Group’s pay TV service, currently holding the leading position in Greece, with over 560,000 subscribers. COSMOTE TV is a fully grown broadcasting unit, offering access to exclusive premium content through 16 COSMOTE branded channels (CINEMA, SERIES, SPORT, HISTORY) and offering its linear and on demand services via Satellite and Streaming platforms. COSMOTE TV is also involved in the field of original content production (fiction and documentary), having participated as producer and co-producer in more than 120 Greek and international TV productions.

OTE Group is the largest technology company in Greece. It is one of the top three listed companies with respect to capitalization, in the Athens Stock Exchange. OTE Group offers the full range of telecommunications services: from fixed-line and mobile telephony, broadband services, to pay television and integrated ICT solutions. In addition to its core telecommunications activities, the Group in Greece is also involved in maritime communications and real-estate.

**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 400 clients in around 40 countries.

**About LuisaViaRoma:**
Established in 1929, LuisaViaRoma has been an online luxury destination since 1999. In 2019, LuisaViaRoma celebrated the company’s 90th anniversary, as well as the 20th anniversary of its online business.

**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:**

