**EXTREME E CONFIRMS PROSIEBEN MAXX AS GERMAN BROADCASTER**

**18 January 2021, London:**Extreme E, which is set for its first race in just 75 days, has signed a long-term exclusive broadcast deal with Seven.One Sports, the sports business unit of Seven.One Entertainment Group, in Germany. The Seven.One Entertainment Group is a 100% subsidiary of ProSiebenSat.1 Media SE and combines the ProSiebenSat.1’s channel brands, digital platforms, all content and its marketing under one roof.

The live racing will be broadcast on free-to-air channel ProSieben MAXX in Germany, Austria and Switzerland. The new racing series is available to viewers not only during the races on TV, but also on all digital channels such as the high-reach sports platform ran.de, the mobility and sustainability portal goingreen.de, the “ran racing” YouTube channel plus motorsports podcasts.

**Ali Russell, Chief Marketing Officer at Extreme E, said:** “We are thrilled to confirm the Seven.One Entertainment Group as our broadcast partner to Extreme E. Germany is well known for its fantastic motorsport heritage and is an important focus for us as a championship. We have two German teams, a German driver, and our Founding Partner, Continental is headquartered there, along with many of the world’s leading automotive brands and partners.   
  
“I’m delighted ProSieben MAXX’s audience will have access to Extreme E’s new racing concept, incorporating electric SUV racing in some of the most remote corners of the planet, all of which have been detrimentally impacted by the climate crisis. Not only will the programming show live racing action but also will highlight the wider stories of the championship around electrification, environment and equality.”

**Stefan Zant, Managing Director of Seven.One Sports, said:** “Mobility and sustainability are very important topics for the Seven.One Entertainment Group. Since the Extreme E racing series combines motorsport with sustainability in a very special and spectacular way, it fits very well into our sports rights portfolio. We are pleased to be able to support the start of the new racing series from the very beginning with a comprehensive offering via our TV, digital, social and audio platforms in German-speaking countries. The coverage on all platforms is also interesting for companies who want to be active in sustainable advertising environments.”

**Nico Rosberg, Founder and CEO of Rosberg Xtreme Racing said:** “As the start of the very first Extreme E season draws closer I’m delighted it will air on ProSieben MAXX in my home country, Germany. While the racing is going to be extremely exciting to watch, one of the major appeals of the championship for me is the environmental and cleantech elements that are very close to my heart. It is fantastic that ProSieben MAXX will broadcast these stories too and increase awareness of the climate emergency to the people of Germany through the power of TV.”

**Sandra Roslan, Extreme E project manager at Continental, said:** “We are pleased to welcome another strong and reliable broadcaster, ProSieben MAXX, to the Extreme E family. As a company with German roots, we are certain that ProSieben MAXX, focused on young people with an interest in sports, is the right partner in our very special home market. We are very much looking forward to the start of the first season.”

As well as the Seven.One Entertainment Group having a large reach with ProSieben MAXX and its digital platforms, it also shares the same sustainability goals as Extreme E having signed up to United Nations (UN) Global Compact, the world’s biggest and most important initiative for responsible corporate governance. The plan outlines ten principles in a variety of areas including the environment and climate, which centre around the United Nations Sustainable Development Goals, highlighting the vision of an inclusive and sustainable global economy. This commitment demonstrates that the Seven.One Entertainment Group is actively shaping its vision and strengthening its commitment to sustainability.

With just over two months to the opening race in AlUla, Saudi Arabia on 3 and 4 April 2021, Extreme E is currently receiving cargo from all the teams and partners to be loaded onto the championship’s floating centrepiece, the St. Helena, which is due to set off on its global voyage in mid-February.

**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  
3-4 April 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 Seven.One Sports:**

Seven.One Sports (formerly 7Sports) is the sports business unit of the Seven.One Entertainment Group, a wholly-owned subsidiary of ProSiebenSat.1 Media SE that unites all of the station brands and the content, digital and marketing business under one roof. In the sports sector, Seven.One Sports is one of the most successful partners for sports-oriented advertisers, cooperation partners and co-investors in the German-speaking region. The sports business company primarily focuses on the cross-media integration of TV, digital and social media for exclusive sports productions and live sports broadcasts, the establishment of digital sports platforms, and premium sporting events. With brands including “ran”, the established premium sports brand for TV and digital, Sportdeutschland.TV, the leading online sports channel with live streams up to and including the top leagues, and esports.com, the global digital gaming and eSports platform, fans and spectators can experience sports such as soccer, American football, Formula E, DTM, rugby, handball and eSports across a wide range of channels, whenever and wherever they want and whatever device they are using.

**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 anyone, meat-eaters included, who wants 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 its second and third dine-in outlets at Camden Market and Soho in 2020. Plans for global expansion across Europe, the US and Middle East are already in place for 2021 and beyond.

**Founding Partner and Official Tyre Partner:**



**Founding Supplier:**

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**Official Fashion Partner:**

**Official Plant-based Partner:**

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