**EXTREME E SET TO REACH THE MASSES IN CHINA WITH DOUYIN PARTNERSHIP**

**4 February 2021, London:**Extreme E, the new electric off-road racing series, has confirmed a partnership with Chinese sports content app Douyin.

As of August 2020, Douyin had over 600 million daily active users and 700,000 sports content creators. This huge community publish over 1.5 million pieces of content per day covering a diverse range of sports, which in turn highlights new and evolving trends in the sporting landscape.

**Ali Russell, Chief Marketing Officer at Extreme E, said:** “Douyin in China has a huge community of sports enthusiasts that Extreme E is delighted to be able to reach with this partnership.”

“Our digital collaborations are extremely important for sharing the messages of Extreme E and it is imperative we create partnerships like these to reach a global audience. One of the championship’s missions is to shine a light on the climate crisis and encourage change, and the only way we can achieve that is by reaching as many people as possible with our innovative digital and broadcast product.”

Douyin also helps promote the influence of sports stars through its comprehensive short form video, which supports activation of the sports market and also expands the commercial value of sport. The platform also increases awareness of the importance of sports and health and will look to expand its content and continue to spread sports culture to the people of China.

**Sports Director at Douyin said:** "Sports will never lack good stories, nor the touch and energy that stories bring us. Therefore, whether for public or niche events, we hope to help more users feel the charm of sports by providing a better platform and service. We need to use the capabilities of the platform to tell more touching stories. In the meantime, we will create more scenarios and forms to help users participate in and feel the charm of sports.”

The inaugural season of Extreme E will start in April 2021 with teams set to travel to five formidable locations to tell the story of the climate crisis. Not only will Extreme E race to highlight climate issues, the series will also leave a long-lasting positive impact through its Legacy Programmes.

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

**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 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:**



**Official Fashion Partner:**

**Official Plant-based Partner:**

