**EXTREME E ANNOUNCES JUTTA** **KLEINSCHMIDT AS ADVISOR AND CHAMPIONSHIP DRIVER**

**17 March 2021, London:**Extreme E has announced the second of its experienced off-road racers who will be supporting the series in advisory roles and be on site as ‘Championship Drivers’ should any of the teams require them during the inaugural season.

Jutta Kleinschmidt joins the championship in an official advisor capacity, a role in which her wealth of experience in more than 30 years in Cross-Country Motorsport as successful driver and advisor will be fully utilised. Jutta’s appointment follows the news that Timo Scheider had been confirmed as a Championship Driver, and also Extreme E’s course advisor.

Due to the nature of the locations Extreme E is visiting in 2021, teams won’t have a back-up driver on site at the events. Therefore, Kleinschmidt will be on hand as the female back-up should any of the teams require her to get behind the wheel during the season.

Born in Cologne, Germany, Jutta Kleinschmidt boasts an impressive pedigree in off-road racing. Her first appearance at the world-renowned event, the Dakar Rally, was in the bike category in 1988 but by 1994 she had switched to four wheels and the car category. Three years later she became the first woman to record a stage win and 1999 yielded a third place overall.

In 2001, she wrote her name into the history books as the first female Dakar Rally winner. A further two podiums in 2002 and 2005 cemented her place as the most successful female driver in the category to date.

**James Taylor, Chief Championship Officer at Extreme E, said:** “We’re all absolutely thrilled to have Jutta [Kleinschmidt] and Timo [Scheider] on-board. We have a huge amount of respect for both of them and what they have achieved in motorsport.

“Jutta really needs no introduction as the only female driver to ever win the Dakar Rally – she is a legend in off-road racing and is a passionate supporter of the move to new and innovative technologies, which makes her the perfect person to take on this role.”

**Jutta Kleinschmidt said:** “Simply put, it's absolutely amazing to be part of the Extreme E family as an adviser and ‘Championship Driver.’ It’s an incredibly exciting role that will require all of my experience~~.~~

“I’m also going to really enjoy supporting the sporting team on a range of things. Environmentally friendly new technologies are the future of motorsport so I can’t wait to join this innovative and revolutionary new Electric Off-Road series, which also provides an important equal gender racing format to showcase the best in female driver talent.

“It is a great opportunity for women to team up with men, compete together on the same material. Extreme E combines future motorsport technology with gender equality. Nothing comparable exists in motorsport up to now.”

Extreme E’s inaugural X Prix takes from place from 3 – 4 April in AlUla, Saudi Arabia.

**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:
Julia Fry, Head of Communications**

E: media@extreme-e.com / +44 7778 108754

**Carla Corbet, MPA Creative**

E: carla.corbet@mpacreative.com / +44 7944 077440

**Bettina Eichhammer, MPA Creative (Germany, Austria, Switzerland, Middle East)**

E: bettina.eichhammer@mpacreative.com / +49 175 4169693

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

E: 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:**

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:

Dessert 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: Pará, Brazil
23-24 October 2021
Glacier X Prix: Tierra del Fuego, Argentina
11-12 December 2021

**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. Continental generated preliminary sales of €37.7 billion in 2020 and currently employs more than 235,000 people in 58 countries and markets. In 2021, the company celebrates its 150th anniversary.

The Tires business area has 24 production and development locations worldwide. Continental is one of the leading tire manufacturers with more than 56,000 employees and posted preliminary sales of €10.2 billion in 2020 in this business area. Continental ranks among the technology leaders in tire 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 Tires business area includes services for the tire trade and fleet applications, as well as digital management systems for tires.

 **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:**
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 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:**

