**SLOVENIA’S ŠPORT TV TO AIR EXTREME E**

**24 March 2021, London:**Brand new electric off-road championship, Extreme E, has signed a broadcast deal with Slovenia’s sport-only public television channel, Šport TV.

The station, based in the Slovenian capital, Ljubljana, will televise Extreme E’s races live and in English on its linear channels, Šport TV 1, Šport TV 2 and Šport TV 3. In addition viewers will be able to enjoy coverage on the broadcaster’s digital platform Sport\_TV. Extreme E’s behind the scenes documentary shows, Climate Changers and The Electric Dream, will also be available on the channel’s video-on-demand collection.

Slovenia is known as one of the cleanest, most sustainable countries in the world. Not to mention it is also one of the most bio-diverse with over 53% of its total land mass devoted entirely to protected forest. In addition, the capital, Ljubljana has also been awarded ‘Europe’s Greenest’ by the European Union. Given all of this, it’s no surprise that electric vehicles sales are on the rise amongst the population, made even more attractive thanks to an increase in charging points in non-urban areas and government tax breaks for EV drivers.

**Ali Russell, Chief Marketing Officer at Extreme E, said:** “We are delighted to be bringing our exciting broadcast package to Slovenia with Šport TV. Not only does this nation love its sport, it also shares many of Extreme E’s core values, including the importance of reducing carbon emissions through electric vehicle technology.

“I am confident that the combination of Extreme E’s thrilling wheel-to-wheel racing combined with its sport for purpose mission, will totally capture the imagination of Šport TV’s audience. I can’t wait to bring the action to them when we go racing in Saudi Arabia in just 10 day’s time.”

**Marko Bogovac, General Manager at Šport TV, said:** “We constantly offer new and interesting sports content to our audience, and at the same time, Šport TV is recognised as a national sports channel dedicated to providing added value to the society as a whole. This electric off-road championship is an excellent example of endorsing values that are highly appreciated in Slovenia, such as sustainability, green economy and the importance of reducing carbon emissions. We are happy that through this partnership we will have another opportunity to work together towards a great cause.”

Extreme E will go racing in April 2021, with nine entries confirmed, which include Segi TV Chip Ganassi Racing and Andretti United (USA); Veloce Racing, JBXE by Jenson Button and X44 by Lewis Hamilton (UK); ABT CUPRA XE and Rosberg X Racing (Germany); Hispano Suiza XITE Energy Team and ACCIONA | Sainz XE Team (Spain).

The championship will race across the world’s most remote environments to demonstrate the performance and benefits of electric vehicles and clean technology, whilst highlighting the impact that climate change is already having on these ecosystems, such as melting ice caps, deforestation, desertification, retreating mountain glaciers, plastic pollution and rising sea levels.

Extreme E’s first race is set to take place in AlUla, Saudi Arabia (3-4 April), before heading to Lac Rose, Senegal (29-30 May), Kangerlussuaq, Greenland (28-29 August), Para, Brazil (23-24 October) and Tierra del Fuego, Argentina (11-12 December).

The series also has a unique viewing format, as races will be held without spectators and broadcasted as two-hour programs, in a bid to reduce the championship’s carbon footprint. In addition, the championship is transporting equipment for the race by sea on its floating centrepiece, St. Helena, which is now in Saudi Arabia.

**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>

**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: 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:**

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**Official Fashion Partner:**

**Official Plant-based Partner:**

Logo

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