**EXTREME E TEAMS UP WITH WSC SPORTS TO PRODUCE**

**RACE HIGHLIGHTS**

**21 May 2021, London:**Extreme E, the pioneering electric off-road racing series, is teaming up with [WSC Sports](https://wsc-sports.com/), the global leader in artificial intelligence (AI)-driven sports video technology ahead of its second X Prix from 29-30 May 2021 at Lac Rose in Dakar, Senegal.

Extreme E will have access to WSC Sports’ cloud-based live-clipping platform Clipro, allowing the series to create and publish near-live and post-race highlights in a matter of seconds, as well as WSC Sports’ innovative Graphics Engine, which automatically adds stunning visuals to videos to help brand and monetise content.

During the series Extreme E and WSC Sports will work closely to apply WSC Sports’ state-of-the-art AI technology to automatically generate real time highlights for this new sport. WSC Sports has already adapted its technology to support car racing working in 2020 with its partner NASCAR to automatically produce real-time race highlights.

WSC Sports will also assist Extreme E in distributing race highlights to all its media partners, as well as drivers’ social channels thanks to WSC Sports’ partnership with Socialie.

**Ali Russell, Chief Marketing Officer at Extreme E, said:** “It is really important for us to share the action with our fans as soon as possible as they won’t be watching the races on site. This partnership with WSC Sports not only allows us to share content quickly, but with some really interesting graphics and overlays, which I’m sure will appeal to our global audience.”

**Itai Epstein, Head of Business Development, Central Eastern Europe & China at WSC Sports, said:** “Extreme E offers an exciting and ambitious new racing concept. WSC Sports is always happy to partner with innovative and forward thinking organisations, and so we’re honoured to take part in this great endeavour and contribute to its success by providing Extreme E with the tools to maximise fan engagement and spread the word across digital media around the world.”

Extreme E is a sport for purpose, aiming to highlight the climate crisis. In doing so, it looks to keep its carbon footprint as low as possible, which is why fans will not be on site, but able to watch the action through a plethora of global broadcasters and the championship’s social media channels.

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

**About WSC Sports:**

WSC Sports’ proprietary AI technology platform automates the creation and distribution of highlights for over 150 leagues and broadcast partners across the globe, including the NBA, NHL, ESPN, YouTubeTV, Bundesliga, FIBA, FanDuel and Bleacher Report.

Utilizing advanced AI and Machine Learning technologies, the WSC Sports platform analyzes live sports broadcasts, identifies each and every event that occurs in a game, and in real-time creates and publishes customized short-form videos. This enables sports media rights owners to maximize the use of their content, creating new revenue streams and a personalized fan experience on every platform for every type of fan.

**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 Zenith: Official Timekeeper and Founding Partner**

Zenith exists to inspire individuals to pursue their dreams and make them come true – against all odds. Since its establishment in 1865, Zenith became the first watch manufacture in the modern sense of the term, and its watches have accompanied extraordinary figures that dreamt big and strived to achieve the impossible – from Louis Blériot’s history-making flight across the English Channel to Felix Baumgartner’s record-setting stratospheric free-fall jump. Zenith is also highlighting visionary and trailblazing women – past and present – by celebrating their accomplishments and creating in 2020 its first-ever collection dedicated entirely to them, Defy Midnight.

With innovation as its guiding star, Zenith features exceptional in-house developed and manufactured movements in all its watches. Since the creation of the El Primero in 1969, the world’s first automatic chronograph calibre, Zenith has gone on to master fractions of the second with the Chronomaster Sport and its 1/10th of a second precision and the DEFY 21 with a precision of 1/100th of a second. Zenith has been shaping the future of Swiss watchmaking since 1865, accompanying those who dare to challenge themselves and break barriers. The time to reach your star is now.

**About Allianz: Founding Partner and Official Insurance Partner**

The Allianz Group is one of the world's leading insurers and asset managers with more than 100 million private and corporate customers in more than 70 countries. Allianz customers benefit from a broad range of personal and corporate insurance services, ranging from property, life and health insurance to assistance services to credit insurance and global business insurance. Allianz is one of the world’s largest investors, managing around 790 billion euros on behalf of its insurance customers. Furthermore, our asset managers PIMCO and Allianz Global Investors manage 1.7 trillion euros of third-party assets. Thanks to our systematic integration of ecological and social criteria in our business processes and investment decisions, we are amongst the leaders in the insurance industry in the Dow Jones Sustainability Index. In 2020, over 150,000 employees achieved total revenues of 140 billion euros and an operating profit of 10.8 billion euros for the group.

**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.

**About EY: Official Innovation Partner**

EY is a global leader in assurance, tax, strategy, transaction and consulting services. The insights and quality services we deliver help build trust and confidence in the capital markets and in economies the world over. We develop outstanding leaders who team to deliver on our promises to all of our stakeholders. In so doing, we play a critical role in building a better working world for our people, for our clients and for our communities.

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**About INTERprotección: Official Insurance Broker**

INTERprotección is composed of a group of Mexican insurance, reinsurance and surety bond brokerage companies. With global presence and recognition, INTERprotección has more than 40 years of experience in management and comprehensive risk consulting in the Mexican market. Its business model is focused on bringing the client to the forefront and offering them the best service through innovative and disruptive products, more recently with its new brand ​[inter.mx](https://inter.mx/),​ its insurance digital platform that is transforming the insurtech game. Follow INTERprotección on [YouTube](https://www.youtube.com/channel/UCZ8wH2JLzDYvvrN-JiG3roA), [Facebook](https://www.facebook.com/interproteccionmx/) and [Twitter](https://twitter.com/interproteccion?lang=en) **​**@I​NTERproteccion

**About XITE ENERGY: Official Energy Drink Supplier**
XITE ENERGY was founded by Oliver Bennett and Megan Jones straight out of university two years ago. XITE brings disruptive innovation within the beverage industry; a new frontier to energy drinks. Designed around functionality but with no limitations on health, XITE ENERGY uses functional ingredients that are fused together to provide a cognitive boost, combining natural flavours, natural caffeine and zero sugar.

