**EXTREME E WIDENS AUDIENCE REACH WITH NATIONAL GEOGRAPHIC IN LATIN AMERICA**

**7 July 2021, London:**Eco-conscious electric motorsport series, Extreme E, has announced today that National Geographic will televise its magazine programmes - ‘How to Build a Race Car’, ‘The Electric Dream´and ‘Climate Changers’ - as well as all of its debut season X Prixs on a delayed basis in its Latin American region. The programmes will air in both Portuguese and Spanish.

By racing fully electric 550bhp SUVs in some of the world’s most remote locations, Extreme E is a race series like no other. In this, its inaugural season, this highly entertaining ‘sport for purpose’ championship has already got off to a storming start with two stunning events – the first in AlUla, Saudi Arabia, in April followed more recently by Dakar, Senegal. Millions of viewers around the world were glued to their screens as international stars of motorsport including Sara Price, Kyle LeDuc, Jamie Chadwick, Mattias Ekström, Molly Taylor and Johan Kristoffersson, battled it out in their monster ODYSSEY 21 race cars on gravel, rocks and jaw-dropping sand dunes – not only with the mission to take home the coveted Extreme E trophies, but also with the aim to raise awareness of the devastating effects of climate change on these fragile regions.

Alongside the racing, the team at Extreme E also implements Legacy Programmes within the regions it visits in order to bring about positive change. These include working with the Senegalese community to plant one million mangrove trees and co-ordinating building improvements in local schools, through to beach clean ups (plastic waste removal) and turtle conservation in Saudi Arabia.

**Ali Russell, Chief Marketing Officer at Extreme E said:** “Extreme E is delighted to have secured National Geographic as a broadcaster. The channel is famed for its brilliant and fascinating documentaries on science, adventure, nature and environmental topics, all of which are subjects close to the heart of our championship.

“As well as our great racing, Extreme E is in essence, a ground-breaking adventure for all of us. I believe that the stories behind the series, the people involved, our legacy projects and even the history of our floating centrepiece, the St. Helena, will delight and inspire National Geographic’s audiences. Coupled with our on-going scientific research into the effects of climate change and what can be done to lessen the terrible damage that its causing, makes for a broadcast that is as captivating as it is eye-opening and we want to share this with as many people as possible.”

The already incredible first season of Extreme E is not only a must see for lovers of motorsport, but it also marks a new era of racing that brings environmental concerns to the forefront.

Following the first two events in Saudi Arabia (3-4 April) and Senegal (29-30 May), the series now moves on to Greenland (28-29 August) with the final two race locations to be confirmed. By holding races in areas that are suffering as the hands of the environmental crisis, such as deserts and the Arctic, the aim is to raise viewers' awareness and interest in environmental issues.

The series also has a unique viewing format, as races are held without spectators and broadcasted as two-hour programs, in a bid to reduce the championship’s carbon footprint. In addition, the championship transports equipment for the race by sea on its floating centrepiece, St. Helena, and this behind the scenes content focussing on environmental issues will also be available on National Geographic.

**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

X Prix Location 4
TBC
X Prix Location 5
TBC

**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 Enel X**

Enel X is Enel Group’s global business line offering services that accelerate innovation and drive the energy transition. A global leader in the advanced energy solution sector, Enel X manages services such as demand response for around 6 GW of total capacity at global level and around 100 MW of storage capacity installed worldwide, as well as 195,000 electric vehicle charging points made available around the globe.

Through its advanced solutions, including energy management, financial services and electric mobility, Enel X provides each partner with an intuitive, personalized ecosystem of tech platforms and consulting services, focusing on sustainability and circular economy principles in order to provide people, communities, institutions and companies with an alternative model that respects the environment and integrates technological innovation into daily life. Each solution has the power to turn decarbonization, electrification and digitalization goals into sustainable actions for everyone, in order to build a more sustainable and efficient world together.

Find out more on <https://corporate.enelx.com/en> and follow Enel X on its social media channels:

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**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.

