**CHARLOTTE SEFTON JOINS EXTREME E AS**

**HEAD OF COMMUNICATIONS**

**04 May 2023, London:**Extreme E, the electric off-road racing series, has appointed Charlotte Sefton as its new Head of Communications. Charlotte brings a wealth of experience to the series, having spent almost eight years at McLaren, where she played an integral role leading the Formula 1 outfit’s communications team, as well as promoting the company's expansion into IndyCar and Extreme E.

Charlotte also has valuable knowledge of working in women's motorsport, having served as Head of Communications for W Series, the all-female single-seater racing championship.

“I'm thrilled to be joining Extreme E at such an exciting time for the series," **said Charlotte.** "As a passionate advocate for equal opportunities and visibility for women in motorsport, not only as drivers but in all roles, I'm particularly impressed by the unique gender equality pillar that is at the heart of Extreme E's mission.

“There’s a huge story to tell around Extreme E – the series continues to be a pioneer in terms of creating a level playing field for women in motorsport, and I’m so excited to be a part of it.”

Extreme E is the world’s first all-electric off-road racing series, which takes place in some of the most remote and environmentally sensitive locations around the world. The series is committed to reducing its impact on the environment and promoting sustainability, as well as being the first motorsport series that mandates both a male and female driver in each of its ten teams.

**Charlotte added:** “In addition to equality and diversity, what makes Extreme E so unique are the stories we can tell around sustainability - raising awareness not only of climate change and environmental impact, but also what we can all do to mitigate their negative effects. As well as that, there’s the racing in remote and fascinating locations all around the world where we can all learn something from the local area, the people and the culture, and the positive lasting legacies within the local environment that are being created in these places.

“The roster of impressive names of drivers and brands with huge motorsport pedigree, world-leading technology and an incredibly entertaining race format are just part of what led to the conversations around me joining the series, Extreme E's innovative approach to racing is truly game-changing, and I can’t wait to be a part of a series that is pushing the boundaries of what's possible in motorsport."

**Ali Russell, Chief Marketing Officer at Extreme E, said:** "Firstly, I’d like to thank Julia Wall-Clarke for leading the communications department thus far. Julia was part of our core team who launched this series, from little more than a powerpoint concept, to becoming one of the world’s most exciting sporting propositions. It’s been a fantastic journey together, and we now all wish Julia the best with her next chapter.

“We're all thrilled to welcome Charlotte to the Extreme E team. Her experience in motorsport at both McLaren and W Series, coupled with her passion for gender equality and sustainability, make her the perfect person to lead our communications efforts as we continue to grow and expand the series. We are delighted to have her on board."

Charlotte has already joined the team – replacing Julia Wall-Clarke, who will leave later this month – as Extreme E prepares for its second race event of 2023, the Hydro X Prix, taking place in Glenmuckloch on 13-14 May 2023.

**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:**
Now heading into its third season, Extreme E is a radical off-road racing series, founded by the same team behind Formula E, which showcases electric SUVs and futuristic technologies in some of the world’s most remote and challenging environments.

This five-event global voyage utilises its sporting platform for the purpose of promoting electrification, environment and equality. The series’ goal is to highlight the impact of climate change in some of the world’s most endangered environments, promote the adoption of electric vehicles to pave the way for a lower carbon future, and provide a world-first gender-equal motorsport platform.

The first sport to ever be built out of a social purpose, Extreme E aims to minimise environmental impact while maximising awareness, racing in places that have already been damaged or affected by climate change or human interference and taking fans deep into the heart of the most pressing issues facing our planet’s future.

Not only that, but Extreme E is also helping the car industry to develop future-facing technology using racing as a platform for road innovation, which accelerates change ten-fold.

Season 3 Calendar:

Saudi Arabia
11-12 March 2023
Scotland
13-14 May 2023
Sardinia, Italy
08-09 July 2023
Amazon/USA
16-17 September 2023
Chile
02-03 December 2023

**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.

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 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.

Continental developed a new high-performance tyre for Extreme E Season 2, redesigned to include the use of more sustainable materials. Each of the 30 tyres that Continental has supplied to all ten Extreme E teams now contains recycled polyester made from approximately 60 PET bottles. In total, around a third of each second-generationCrossContact Extreme E tyre consists of recycled and renewable raw materials.

**About LuisaViaRoma: Official Fashion Partner**
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 Enel X Way: Official Smart Charging Partner**
Enel X Way is the Enel Group's new global business line entirely dedicated to electric mobility. Currently, Enel X Way manages approximately 320,000 charging points, both directly and through interoperability agreements in place worldwide. As a global platform for e-mobility, the company is focused on developing flexible charging technologies and solutions to improve the customer experience by supporting the electrification of transport for consumers, businesses, cities and public administrations.

Find out more on <https://enelxway.it/en/home> and follow Enel X Way on its social media channels:

LinkedIn: Enel X Way
Twitter: @enelxway
Instagram: @enelxway
Facebook: @enelxway

**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.

**About ENOWA: Official Green Hydrogen Partner**
ENOWA is a world-class energy, water and hydrogen company founded in NEOM, Saudi Arabia. ENOWA produces and delivers clean and sustainable resources for industrial and commercial applications using a customer-centric smart and connected system, designed to be circular and takes advantage of NEOM's optimal solar and wind energy profile. ENOWA benefits from NEOM's greenfield site, which has no legacy infrastructure, to advance Energy, Water, and Hydrogen innovation.

ENOWA will act as a catalyst and incubator for developing new, sustainable energy and water businesses while creating a robust economic sector regionally. Through its commitment to renewable energy and efficient water management, ENOWA seeks to become a global reference for industry leaders and setting a benchmark for sustainable economic circular systems around the world.

For more information, please visit: [enowa.neom.com](https://enowa.neom.com/)**About Vodafone Business: Official Technology and Communication Partner**
With expertise in connectivity, global scale and the leading IoT platform, Vodafone Business is a leading technology communications company helping organisations succeed in a digital world and keeping society connected. Vodafone’s purpose is to connect for a better future, enabling an inclusive and sustainable digital society, and many of its solutions have sustainability and inclusivity embedded.

Unique in its scale as the largest pan-European and African technology communications company, Vodafone transforms the way we live and work through its innovation, technology, connectivity, platforms, products and services. Vodafone operates mobile and fixed networks in 21 countries, and partners with mobile networks in 52 more. As of 31 December 2021, they had over 300m mobile customers, more than 28m fixed broadband customers and over 22m TV customers.

This collaboration will see Vodafone Business leading innovations and capabilities such as 5G, MPN, IOT and MEC, integrated into Extreme E’s global operations and will include full involvement in the purpose- driven elements of the series, with special prominence on Extreme E’s Legacy Programmes and the Science Laboratory on board the St Helena. Through its IOT solutions, Vodafone Business is helping sustainability efforts, including agriculture, forestation and decarbonisation of energy grids.

Find out more on [http://www.Vodafone.com/business](http://www.vodafone.com/business) and follow Vodafone on its social media channels:

Twitter: @VodafoneGroup
LinkedIn: [www.linkedin.com/company/vodafone](http://www.linkedin.com/company/vodafone)**About EY: Official Sustainability Partner**
EY is a global leader in assurance, consulting, strategy, transactions and tax services, and already plays a significant role in working with Extreme E. Originally announcing its collaboration with the championship back in 2020, EY came on board to help Extreme E achieve its commitment to minimising its overall footprint whilst creating a positive legacy.

Whilst Extreme E strives ‘to race without a trace’, the framework provided by EY has helped the series to minimize its environmental impact across each of its remote race locations. Both prior and post-racing impact assessments have supported Extreme E to strategically plan their actions within these areas.

EY and Extreme E will work closely together to promote the five pillars of Extreme E (or “Five Es”) through the adoption of ‘XE Talks’. These informative presentations, facilitated by Extreme E’s Scientific Committee, will shed light on the Five Es, showcasing the joint commitment of EY and Extreme E.

**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.

**About CBMM: Founding Supplier**
CBMM | Niobium is a founding supplier of Extreme E and the Championship’s official Niobium Technology Supplier and Chassis Technology Supplier.

Critical to the automotive sector, niobium produces stronger, lighter and more sustainable cars with better energy efficiency. Its technologies are already widely applied in different areas, including light-weighting, safety, emissions reduction and electronics that will help lead to a sustainable sector transformation. Key applications of niobium in the Mobility sector include chassis, brakes and exhaust systems, drivetrains, batteries and EV charging stations and any number of ancillary components. Its qualities mean materials can be made lighter, stronger, more robust and more reliable – all while being more sustainable than other materials.

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 Kaizen Clean Energy: Official Clean Energy Technology Provider**
Kaizen Clean Energy (KCE), a manufacturer of hydrogen generators, is developing integrated solutions for electric vehicle (EV) charging, hydrogen fuelling, and distributed power for the grid and critical assets.

KCE offers its mobile microgrid to customers through an Energy as a Service contract, which eliminates large capital expenses and provides customers with the flexibility to scale with energy needs over time.

Kaizen Clean Energy will support ENOWA - NEOM’s energy, water, and hydrogen subsidiary and Green Hydrogen Power Partner to Extreme E - in delivering a pioneering hydrogen microgrid solution to the championship.

Find out more on: [www.kaizencleanenergy.com](http://www.kaizencleanenergy.com/).

