**EXTREME E CONFIRMS BROADCAST AGREEMENT WITH ESPN**

**24 November 2020, London:**Extreme E, the innovative electric off-road racing series, has confirmed a partnership with ESPN in Latin America.

ESPN will broadcast live racing action as well as highlights, magazine, preview and review shows across Latin American countries including Mexico, Argentina, Brazil and Chile in English, Spanish or Portuguese. This is a particularly important territory for Extreme E as it has two races in the region, Brazil and Argentina in October and December 2021 respectively.

**Ali Russell, Chief Marketing Officer at Extreme E, said:** “ESPN is one of the biggest names in sports broadcasting and I’m delighted they’ll be airing Extreme E in Latin America.

“We have recently added Argentina as our finale event in 2021, alongside Brazil, making South America a very important market for Extreme E. At both events we will not only display wheel-to-wheel racing, but also leave a long-lasting positive impact through our Legacy Programmes in each destination. I’m really looking forward to seeing what Latin American motorsport fans make of Extreme E.”

As a sport for purpose Extreme E has three key focusses; electrification, environment and equality. In a world first, it is stipulated that teams must field both a male and female driver. Those drivers will be behind the wheel of an electric SUV named ODESSEY 21 racing in some of the most remote corners of the planet that have all been impacted by climate change. The series will highlight the plight these areas and its communities face due to the climate crisis and encourage everyone to make a change to reduce their carbon footprint.

The agreement with ESPN is the latest in a long line of broadcast partnerships already announced by Extreme E, including BBC (UK), Discovery (Europe), FOX Sports (United States, Canada and the Caribbean), FOX Sports Asia (Southeast Asia), FOX Sports Australia, Globo (Brazil), ESPN Africa, Mediaset (Italy), Sony India (Indian subcontinent), TVNZ (New Zealand), RTM (Malaysia), Dubai Sports (Middle East), RDS (Canada), China Sports Zhibo.tv and Huya (China), RTL 7 (The Netherlands), ORF (Austria), Arena Sport (Balkans), MySports (Switzerland), Virgin Media Television (Ireland) and BTRC (Belarus).

**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: Al Ula, Saudi Arabia
20-21 March 2021
Ocean X Prix: Lac Rose, Senegal
29-30 May 2021
Arctic X Prix: Kangerlussusaq, Greenland
28-29 August 2021
Amazon X Prix: Para, Brazil
23-24 October 2021
Glacier X Prix: Patagonia, Argentina
11-12 December 2021

**About Continental Tyres: Founding Partner and Official Tyre 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. In 2019, Continental generated sales of €44.5 billion and currently employs more than 230,000 people in 59 countries and markets.

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 posted sales of €11.7 billion in 2019 in this business area. Continental ranks among the technology leaders in tyre 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 Tyres business area includes services for the tyre trade and fleet applications, as well as digital management systems for tyres.

 **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 300 customers in 50 countries.

**About LuisaViaRoma:**
Established in 1929, LuisaViaRoma has been an online luxury destination since 1999. In 2019, LuisaViaRoma celebrated the company’s 90th anniversary, as well as the 20th anniversary of its online business.

**Founding Partner and Official Tyre Partner:**



**Founding Supplier:**



**Official Fashion Partner:**