**SUPERSTAR DJ CARL COX CONFIRMS EXTREME E TEAM**

**11 January 2023, London**: The globally acclaimed legendary DJ and electronic artist Carl Cox is today revealing his Carl Cox Motorsport Extreme E team which has joined the championship as the sport for purpose series gears up for an action-packed third season.

The current Extreme E line-up includes teams run by legendary motorsport names including McLaren, Lewis Hamilton (X44 Vida Carbon Racing), Nico Rosberg (Rosberg X Racing) Jenson Button (JBXE), and Carlos Sainz Snr. (ACCIONA | SAINZ XE Team). Adding to his incredible motor racing credentials Carl Cox now brings his motorsport brand to the series.

The eponymous team marks Carl’s first venture into electric racing, however he is no stranger to the world of motorsport having launched Carl Cox Motorsport officially in 2013 as a multi discipline outlet for vehicles with two, three and four wheels.

**Cox, Founder and Team Principal of Carl Cox Racing, commented:** “I’m here to make a difference. To have the opportunity to be part of something so dynamic on four wheels is a dream come true. Racing, like music, is in my blood and I’m going to bring my passion and energy into this series and build something special.

“Participating in electric racing is new to me but I’m a fast learner and will bring my hard earned know how and experience into the mix at Extreme E. Carl Cox Motorsports is here to take on all comers and we are going to jump straight in. We are in it to win it.”

As well as a love for anything fast, Carl has a huge interest in innovation in motorsport, which ultimately saw his attention drawn to Extreme E. While Extreme E marks something completely new for his career in motorsport, Carl is not unfamiliar with the XE paddock. The long-time motorsport enthusiast joined the championship for its first ever double-header event in Sardinia last season, and had a lap around the course. That evening he played an impromptu DJ set and became part of the Extreme E family. Within weeks he was planning his own team.

The venture will enable Carl Cox Motorsport to embark on a whole new chapter as it navigates the sport for purpose side of racing and gets to live and breathe the possibilities of sustainabile mobility and diversity.

**Alejandro Agag, Founder and CEO of Extreme E, said:** “We are incredibly excited to welcome Carl and his Carl Cox Motorsport Extreme E team to the championship. We all know Carl for the superstar he is, but beyond his talents in music it is clear his passion for motorsport runs deep. We can’t wait to work with him and his team as we help them on their journey into sustainable racing.

“A true icon in music and entertainment Carl will be an important beacon for our series, bringing a whole new energy to the championship and our mission to raise awareness around the world about important climate and societal issues, and their solutions. The grid continues to offer up excitement for our fans, and the countdown to Season 3 is officially on!”

One of the most influential names in dance music, Carl’s illustrious career as a DJ, remixer, live artist and music producer has spanned over 30 years and secured countless accolades. Paradoxically Carl is bigger nowas an artist than ever with his Sunday Times best selling autobiography “Oh Yes, Oh Yes!” and chart topping new album ‘Electronic Generations’ being showcased at his sold out 2022 Wembley Arena show in a year where he headlined 87 shows across 22 countries including incredible sets at Glastonbury, Burning Man, in Ibiza, Ultra Miami and at his annual Brighton Beach show. Always evolving, he performs as a DJ and a live artist and is known by his peers as “the DJ’s DJ” or simply “The King”.

Passionate about all forms of racing, Carl has been involved in everything from motorbikes and sidecars to supercars. He is a competitive drag racer and achieved a personal best (so far) of 5.9 seconds for a quarter mile reaching 252mph in 2021 in Eleanor, his custom built drag car.

He is a fixture at the Isle of Man TT where he supports his Carl Cox Motorsport riders as they battle it out on the infamous course. Amongst the talent in Carl’s programme is Super Stock champion Davey Todd, Michael Clemente who drives in the TCR Championship and twenty one time Isle of Man TT winner Michael Dunlop, who has been supported by Carl since 2017.

A passion for developing talent saw Carl establish the Carl Cox Motorsport Cup for grassroots riders in New Zealand which is now in its twelfth year, where his sidecar team is based. As a team owner in Extreme E Carl can further his mission in a series that offers the perfect platform for the development of young and emerging talent.

Extreme E aims to minimise environmental impact but maximise awareness, racing in places that have already been damaged or affected by climate change. The all-electric series takes fans deep into the heart of the most pressing environmental issues facing the planet. At the same time, the championship has built-in equality and diversity, with each team fielding one male and one female driver, making it the world’s most diverse racing series.

Alon Shulman, CEO of World Famous Group, an experienced brand strategist and Carl Cox’s manager, will take on the role of Team Director at Carl Cox Motorsport Extreme E.

**Alon comments:** “On the racing side Carl Cox Motorsport Extreme E will be competitive from day one and we have various strategic plans that will elevate the team and what we can bring to the series. We will also be actively supporting the host territories Extreme E environmental projects. My role is to make sure that our team is a 365 operation, not just focused on the race weekends, and to maximise the opportunity that we’ve been presented with.

“Underpinning everything of course is team boss Carl Cox. He is an exceptional human being who will be fully hands on with sleeves rolled up ensuring that we deliver over and above at all times, on and off the track.”

Carl’s team will make its exciting debut when Season 3 of Extreme E gets underway in Saudi Arabia in just two months’ time on March 11-12, before moving on to the UK in May for race two.

Carl Cox Motorsport Extreme E will reveal more details about its team’s drivers and set up in the coming weeks.

**ENDS**

**Season 3 Calendar**
Saudi Arabia 11-12 March 2023
Scotland, UK 13-14 May 2023
Sardinia, Italy 08-09 July 2023
Amazon or USA 16-17 September 2023
Chile 02-03 December 2023

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**To learn more about Extreme E, visit -** [**www.Extreme-E.com**](http://www.extreme-e.com)*Please visit the Extreme E media centre to access images, videos and press releases:* <https://www.extreme-e.com/en/mediacentre>

**Info on Carl Cox, Carl Cox Motorsports Extreme E including partner opportunities, images and press/media please contact:**

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**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.

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**About NEOM:**
NEOM is an accelerator of human progress and a vision of what a New Future might look like. It is a region in northwest Saudi Arabia on the Red Sea being built from the ground up as a living laboratory – a place where entrepreneurship will chart the course for this New Future. It will be a destination and a home for people who dream big and want to be part of building a new model for exceptional livability, creating thriving businesses and reinventing environmental conservation.

NEOM will include hyperconnected, cognitive towns and cities, ports and enterprise zones, research centers, sports and entertainment venues and tourist destinations. As a hub for innovation, entrepreneurs, business leaders and companies will come to research, incubate and commercialize new technologies and enterprises in groundbreaking ways. Residents of NEOM will embody an international ethos and embrace a culture of exploration, risk-taking and diversity.

For further information email media@neom.com or visit [www.neom.com](http://www.neom.com/)and [www.neom.com/en-us/newsroom](http://www.neom.com/en-us/newsroom)**About ENOWA:**
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 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 has 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 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).

**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 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 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 ALLCOT: Extreme E’s Official Environmental Credit Supplier**
ALLCOT provides innovative project development, carbon markets, and sustainability advisory services since 2009.ALLCOT’s unique approach is based on using Article 6 of the Paris Agreement, its linkage to the 17 Sustainable Development Goals (SDGs), non-market approaches, and other market mechanisms.

ALLCOT aims to lead and accelerate the global transition towards a climate-neutral society by 2050. ALLCOT provides knowledge and expertise to implement climate change intervention initiatives and carbon projects that rely on nature-based and technology-based approaches.

ALLCOT supports firms and public bodies in developing their own emission reduction initiatives by providing consulting services for various carbon quantification standards (CDM, VCS, GS), as well as for various sectors (forestry, waste, renewable energy, transportation, sports). The entire carbon credit value chain is encompassed by these consulting services created under the Paris agreement.

Find out more: [www.allcot.com](http://www.allcot.com/)LinkedIn: [https://www.linkedin.com/company/allcot/](https://www.linkedin.com/company/allcot)**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 Neat Burger: Official Plant-based Partner**
Neat Burger is one of the world’s fastest growing plant-based sustainable burger chains, backed by key investors Formula 1 Champion and X44 Extreme E team owner, Lewis Hamilton, and actor and environmentalist, Leonardo DiCaprio.

Established in 2019, Neat Burger has achieved not only a loyal fanbase but industry recognition too, having won for a second year running the UK’s Best Vegan Restaurant of the Year at the Deliveroo Restaurant Awards and it was nominated for the 2021 GQ Food & Drink Sustainability Award. Most recently, the brand was awarded PETA’s inaugural Company of the Year Award for its game changing approach to plant-based diets, encouraging people to eat delicious, protein-packed plant-based meals.

As part of its mission to create a sustainable future, Neat Burger is working with Eden Reforestation Projects on its large scale reforestation initiatives. In 2021, Neat Burger funded the planting of over one million mangrove trees in Madagascar.

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

EY originally joined the Championship to help Extreme E achieve its commitment of minimizing the overall footprint whilst creating a positive legacy. In collaborating with Extreme E, EY has become a vital part of creating an Environment Impact Assessment framework which further drives the championship in the direction of positive change. Whilst Extreme E strives to race without leaving a trace, the framework provided by EY has allowed the championship to minimize its environmental impact across each race location. Both prior and post-racing impact assessments have allowed Extreme E to strategically plan their actions within these areas.

**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.

**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 worldwide1. 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

1 Public and private charging points, including points of interoperability.