



## ENEL X NAMED TITLE SPONSOR OF ISLAND X PRIX

**14 October 2021, London:** Extreme E is delighted to announce its upcoming event will be known as the Enel X Island X Prix, following title support from its Official Smart Charging Partner.

Italian-based [Enel X joined forces with Extreme E](#) earlier this year, using the series to develop and test new innovations by providing charging technology as well as the JuicePump 40 Race Edition. The company is the innovative business line of Enel and has strong roots in the energy industry working across sustainability, digitalisation and innovation.

**Alejandro Agag, Founder and CEO of Extreme E, said:** “I’m delighted Enel X has extended our partnership to become headline sponsor of this event. The brand is already supporting the series through its charging technology, which is invaluable as we showcase new innovations in electric motorsport.

“It made perfect sense to select our first European event in its home country to bolster its support for the series. As a brand, Enel X is at the forefront of charging technology, which is essential for the planet if we are to reduce carbon emissions, 30 per cent of which is attributed to travel.”

**Francesco Venturini, CEO of Enel X, said:** “As title sponsor of the Island X Prix, we at Enel X are pleased to support Sardinia with legacy projects as evidence of our commitment to making concrete contributions to the region, which Enel X is paying particular attention to through its projects aimed at encouraging the electrification of energy use.

“We will continue to bring our technological expertise to help explore the full potential of electric mobility, a key element in our mission to fight climate change and accelerate the energy transition.”

The Enel X Island X Prix will take place in the Army Training area at Capo Teulada in Sulcis-Iglesiente, an historic area situated in the south-west of Sardinia. It will feature two epic days of racing from some of the biggest names in the sport including Sebastien Loeb, Carlos Sainz Snr., the Hansen brothers of Rallycross fame, Catie Munnings, Molly Taylor, Laia Sanz plus motorsport heavyweights behind the scenes in the form of team owners Lewis Hamilton, Nico Rosberg and Jenson Button.

The championship’s Legacy Programmes will focus on green and coastal blue carbon, which is the carbon captured and stored by terrestrial ecosystems and vegetated coastal ecosystems respectively, working with MEDSEA, including the recovery response to this year’s devastating forest fires in Sardinia, as well as restoration and conservation of *Posidonia oceanica* (seagrass). In addition, leading scientists – both local and global – will provide a series of seminars highlighting climate change issues and solutions, one of which is decarbonisation, which Enel X is at the heart of with its chargers for electric vehicles of today and the future.

The Enel Group is also contributing to the championship with the Group's non-profit organisation Enel Foundation, which has been one of Extreme E's Founding Scientific Partners since July 2020.

To learn more about Extreme E, visit - [www.Extreme-E.com](http://www.Extreme-E.com)

## ENDS

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<https://www.extreme-e.com/en/mediacentre>*

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## 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

**Island X Prix: Sardinia, Italy**

23-24 October 2021

**Jurassic X Prix: Dorset, UK**

18-19 December 2021

#### **About Enel X: Official Smart Charging Partner**

Enel X is the Enel Group's global business line that offers services that accelerate innovation and guide the energy transition. World leader in the sector of advanced energy solutions, Enel X manages services such as demand response for approximately 7.4 GW of total capacity globally and 137 MW of storage capacity installed worldwide, as well as 232,000 charging points for electric vehicles made available worldwide<sup>1</sup>. Through its advanced solutions, including energy management, financial services and electric mobility, Enel X provides each partner with an intuitive and personalized ecosystem of technological platforms and consulting services, focused on the principles of sustainability and the circular economy 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 transform the goals of decarbonization, electrification and digitalization into sustainable actions for all, in order to build together a more sustainable and efficient world.

<sup>1</sup> Public and private charging points, including points of interoperability.

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

LinkedIn: @EnelX

Twitter: @EnelXGlobal

Facebook: @enelxglobal

Instagram: @enelxglobal

#### **About Enel Foundation: Founding Scientific Partner**

Enel Foundation is a non-profit organisation focusing on the crucial role of clean energy to ensure a sustainable future for all. By developing partnerships with pre-eminent experts and institutions across the globe, leveraging on the vast knowledge of its founders, Enel Foundation conducts research to explore the implications of global challenges in the energy domain and offers education programs to the benefit of talents in the scientific, business and institutional realms.



### **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: Official Fashion Partner**

Defined by the Financial Times as “A haven for directional fashion,” [LUISAVIAROMA.COM](https://www.luissaviaroma.com) 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 manufacturer 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](http://inter.mx), its insurance digital platform that is transforming the insurtech game. Follow INTERprotección on [YouTube](#), [Facebook](#) and [Twitter](#) @INTERproteccion

### 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.

PART OF THE TEAM

