



## ENEL X JOINS EXTREME E AS OFFICIAL SMART CHARGING PARTNER

**June 22<sup>nd</sup>, 2021, London:** Extreme E, the sport for purpose racing series, has today announced Enel X – the innovative business line of the multinational energy group Enel - as its Official Smart Charging Partner. Enel X will provide charging technology, the JuicePump 40 Race Edition, to power the championship's all-electric SUV named ODYSSEY 21.

Enel X has strong roots in the energy industry working across sustainability, digitalisation and innovation. As the world's complex energy landscape grows, the company is developing and executing custom energy strategies by empowering organisations and consumers to take practical steps to reduce carbon emissions.

Enel X has a strong commitment in the motorsport sector to develop and test advance technologies, making motorsport even more sustainable, while maintaining the same level of performance and safety.

**Alejandro Agag, Founder and CEO of Extreme E said:** "Extreme E and Enel X share a very common goal around the utilisation of electric vehicles in the world. We are demonstrating their capabilities through the excitement of motorsport and Enel X is working on innovative solutions to ensure we can charge these vehicles in the most sustainable way possible.

"I'm delighted we will be using their expertise at our X Prix as Extreme E's Official Smart Charging Partner, further demonstrating how the world of electrification is moving forward – a move we must all support if we are to reduce global carbon emissions and protect our planet."

**Francesco Venturini, CEO of Enel X, said:** "Our role as Official Smart Charging Partner of Extreme E is further confirmation of our commitment to pushing the boundaries of technological innovation in electric mobility. By providing our charging infrastructure to such an extreme racing competition, we can demonstrate that electric mobility truly has no limits, representing one of the best ways to combine sustainability and innovation to drive the energy transition.

"In addition, the Enel Group is also very happy to contribute to the championship with the Enel Foundation, which has been one of Extreme E's Founding Scientific Partners since July 2020."

Enel X was recently announced as one of the World's Most Innovative Companies for 2021 by the prestigious Fast Company. It was recognised for its smart EV charging solutions, including JuiceEco and JuiceNet Green, that charge electric vehicles with clean energy.

Extreme E is a sport for purpose aiming to highlight the impact of climate change in some of the world's most remote 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.

With 30 percent of global carbon emissions coming from transport, Extreme E believes it can use its powerful media platform to shine a spotlight on the issues we face, and the need to act now to help protect our futures.

The series not only hopes to raise awareness of all these issues, but also highlight practical steps everyone can take to reduce their carbon footprint via its [Extreme E Count Us In Challenge](#), which calls on its fans to take steps to reduce their carbon footprint and, in doing so, urge governments, cities and businesses to accelerate progress on climate action.

The next stop on Extreme E's five-event calendar is the Arctic X Prix in Kangerlussuaq, Greenland, taking place from 28-29 August, where nine teams will all go head-to-head, racing for the coveted top step of the podium. Not only that, the event will highlight the devastating effects global warming is having on the Greenland icesheet.

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 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<sup>1</sup>. Through its advanced solutions, including energy management, financial services and electric mobility, Enel X provides each partner with an intuitive, personalized

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<sup>1</sup> Public and private charging points. It includes interoperability points.

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:

LinkedIn: @EnelX

Twitter: @EnelXGlobal

Facebook: @enelxglobal

Instagram: @enelxglobal

### About Enel Foundation: Founding Scientific Partner

**Enel Foundation: Knowledge platform for a clean energy future.**

**We focus on the crucial role of clean energy to ensure a sustainable future for all.** By envisioning a sustainable future – resilient and equal – boosted by quality education and an enlightened self-interest by the business community. The future we want is powered by affordable, reliable, sustainable and modern electricity, smartly distributed to all.

**We focus on research and education.** By developing partnerships with pre-eminent experts and institutions across the globe, leveraging on the vast knowledge of our founders. We conduct research to explore the implications of global challenges in the energy domain, develop scenario analysis, define policy and regulation opportunities and promote education programs for qualified stakeholders in the scientific and institutional realms.

**We operate at the intersection of business and society.** By engaging institutions and governmental bodies, thought leaders and civil society representatives, industry experts and academia. We are a non-profit organization seeking to converge with likeminded actors determined to solve global challenges ensuring a sustainable future for all.

**Connect with us!** Scan the QR code to discover more about the work of Enel Foundation and to connect with our social media channels.



### 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.luisaviaroma.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 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](#), [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

