

**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** [EXTERNAL] [REDACTED] Motorsports Workshop Provides STEM Opportunities for Young Students in Homestead  
**Date:** Thursday, April 10, 2025 6:15:23 PM  
**Attachments:** [image002.png](#)

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Hello,

Great to connect earlier! As requested, I am including video reel of the newly announced workshop titled, "Driving Force Presented by PIF."

Today, nearly 100 students at Keys Gate Charter School got the experience of a lifetime thanks to Formula E and its partner PIF.

Formula E drivers and executives took students through a workshop titled, "Driving Force Presented by PIF." The program is designed to positively educate, impact, and empower children in communities where Formula E races. The program empowers future innovators, engineers, and sustainability leaders by engaging students aged 8 to 18 through interactive workshops, hands-on learning experiences, and digital resources. Driving Force Presented by PIF launched today and is set to impact nearly 50,000 students worldwide.

The workshop took place just around the corner from Homestead-Miami Speedway, site of the Miami E-Prix on Saturday. This is the only Formula E race in the United States this season, and first in Miami since 2015.

You can find broll and sound bites, here:

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Sharing a press release below, and some recommended VO copy:

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**PIF and Formula E announce Driving Force global partnership ahead of Miami E-Prix, providing STEM education opportunities for youth**

- **“Driving Force Presented by PIF” will launch in the US, Saudi Arabia and UK, bringing hands-on STEM and sustainability education to local schools**
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- **Supports PIF’s leadership in advancing electric mobility through its unprecedented E360 partnership uniting Formula E, Extreme H and E1 electric powerboat racing**

**MIAMI – April 10, 2025** – PIF and Formula E today announced their Driving Force partnership, “Driving Force Presented by PIF,” a groundbreaking educational program focused on STEM learning and sustainability.

Driving Force Presented by PIF is a multi-dimensional learning program designed to engage and inspire students aged 8 to 18 on shaping the future of mobility through interactive workshops, hands-on learning experiences and digital resources. With in-person workshops taking place across the US, Saudi Arabia and the UK, and a comprehensive online learning program, the program will impact more than 50,000 students worldwide, marking its largest expansion since its launch in June last year.

Debuting today in South Florida ahead of the April 12<sup>th</sup> Miami E-Prix, the program demonstrates PIF’s commitment to advancing sustainable mobility, made possible through E360, its first-of-its-kind partnership uniting Formula E, Extreme H and E1 electric powerboat racing. By inspiring the next generation of engineers, innovators and sustainability leaders, PIF is shaping the future of electric motorsport and sustainable technology.

**Alejandro Agag, Founder and Chairman of Formula E, Extreme H and E1 said:**

“Since introducing the PIF E360 partnership last year, Formula E and PIF continue to look for opportunities to make a positive, real-world impact. Driving Force Presented by PIF is an example of how PIF is not only elevating motorsports but also inspiring the next generation of talent through STEM education which plays a crucial role in inspiring future motorsport talent in sustainable mobility and green technology.”

**Mohammed AISayyad, Head of Corporate Brand at PIF, said:** “PIF is committed to supercharging the growth and transformation of electric motorsport and through our partnership with E360, we are collaborating with our partners to accelerate progress, maximize impact, and deliver powerful unified programs. For the first time, we are bringing together Formula E, Extreme H and E1 to expand the Driving Force program and drive transformative impact by empowering youth who are the innovators of tomorrow.”

### **Driving Force Presented by PIF**

Driving Force Presented by PIF kicked off at Keys Gate Charter School in Miami and included a hands-on workshop packed with active learning for up to 90 students. The aim of the program is to provide access and opportunity for young people to explore a STEM career in motorsport and sustainability.

### **Supercharging Future Mobility**

Driving Force Presented by PIF also marks the start of “Supercharged,” PIF’s transformative campaign focused on driving innovation and global progress through E360. E360 aims to redefine the future of electric racing and drive technological innovation while leading the way in green technological innovation that will be the cornerstone of future electric mobility.

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[Redacted]

Assistant Account Executive

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Vice President, Public Relations



**prosek**

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**From:** [REDACTED]  
**Sent:** Thursday, April 10, 2025 6:34 PM  
**To:** [REDACTED]  
**Subject:** [REDACTED] Motorsports Workshop Provides STEM Opportunities for Young Students in Homestead

Hello [REDACTED]

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**PIF and Formula E announce Driving Force global partnership ahead of Miami E-Prix, providing STEM education opportunities for youth**

- **“Driving Force Presented by PIF” will launch in the US, Saudi Arabia and UK, bringing hands-on STEM and sustainability education to local schools**
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technology.

**Alejandro Agag, Founder and Chairman of Formula E, Extreme H and E1 said:** “Since introducing the PIF E360 partnership last year, Formula E and PIF continue to look for opportunities to make a positive, real-world impact. Driving Force Presented by PIF is an example of how PIF is not only elevating motorsports but also inspiring the next generation of talent through STEM education which plays a crucial role in inspiring future motorsport talent in sustainable mobility and green technology.”

**Mohammed AlSayyad, Head of Corporate Brand at PIF, said:** “PIF is committed to supercharging the growth and transformation of electric motorsport and through our partnership with E360, we are collaborating with our partners to accelerate progress, maximize impact, and deliver powerful unified programs. For the first time, we are bringing together Formula E, Extreme H and E1 to expand the Driving Force program and drive transformative impact by empowering youth who are the innovators of tomorrow.”

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**Sent:** Thursday, April 10, 2025 6:44 PM  
**To:** [REDACTED]  
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Senior Vice President, Sports

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**Sent:** Thursday, April 10, 2025 10:14 PM  
**To:** [REDACTED]  
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Hi [REDACTED] – I wanted to share the below announcement which came out today so you are up to date on the latest news.

Do you think you can make it on Saturday?

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Associate Vice President



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**From:** [REDACTED]  
**Sent:** Monday, April 7, 2025 9:53 PM  
**To:** [REDACTED]  
**Subject:** RE: Hi [REDACTED] - Invite to Miami E-Prix on Saturday

Thanks, [REDACTED] – keep us posted.

Best,

[REDACTED]

[REDACTED]

Associate Vice President

[REDACTED]



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**From:** [REDACTED]  
**Sent:** Monday, April 7, 2025 4:30 PM  
**To:** [REDACTED]  
**Subject:** Re: Hi [REDACTED] - Invite to Miami E-Prix on Saturday

Hi [REDACTED]

Nice to hear from you again.

Let me see what the work schedule looks like for Saturday.

Cheers

[REDACTED]

Sent from my iPhone

On 7 Apr 2025, at 14:13, [REDACTED] wrote:

Hi [REDACTED],

This is [REDACTED] - we connected in the PIF suite at the Miami Open a few weeks back. Hope you are well. Really enjoyed our conversation.

Reaching out to extend another invitation on behalf of PIF, this time for the [Formula E Miami E-Prix](#) at Homestead-Miami Speedway on Saturday, April 12. This is the only Formula E race on US soil this year, and first visit to Miami since 2015.

The race starts at 2pm, and beforehand you'll have access to the Formula E [REDACTED], and exclusive on-track experiences such as garage tours and access to the grid before the race begins.

Both [REDACTED] from PIF, whom you met at the Miami Open, will also be in town for this event.

Please let me know if you are able to join us – and I can share additional logistics.

Best,

[REDACTED]

[REDACTED]

Associate Vice President

[REDACTED]

<image001.jpg>

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**From:** [REDACTED]  
**Sent:** Thursday, April 10, 2025 10:16 AM  
**To:** [REDACTED]  
**Subject:** Re: Formula E Event at Keys Gate Charter School on Thursday

Good morning - just wanted to see if you have the names of the attendees for today's event in Homestead? Appreciate your coverage!

Look forward to seeing you around 1pm.

I'll be here if needed for anything: [REDACTED]

- [REDACTED]

On Apr 9, 2025, at 2:53 PM, [REDACTED] wrote:

Hi [REDACTED] – also sharing arrival details:

**Date:** Thursday 10th April 2025

**Location:** Keys Gate School, [REDACTED]  
[REDACTED]

**Key Information for Attendees**

1. **Photo ID Required:** All attendees **must bring a valid form of ID** to be granted entry to the school. No exceptions.
2. **Arrival & Check-In:**
  1. Park in **visitor parking spots**.
  2. Head to **school reception** upon arrival to sign in.

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**From:** [REDACTED]  
**Sent:** Wednesday, April 9, 2025 2:41 PM  
**To:** [REDACTED]  
**Subject:** Formula E Event at Keys Gate Charter School on Thursday

Hi [REDACTED] – thanks for chatting just now about the Formula E workshop tomorrow at Keys Gate Charter School. As requested, please find a press release copied below, outlining details.

When you know the name of the reporter and/or photographer attending – could you please let us know so that we can get [REDACTED] registered with the school? **We ask that they please arrive at 1:00pm and the program will be complete by 3:00pm.**

Additionally, I'll be on-site and can be reached at: [REDACTED] if they have any questions.

We can help facilitate interviews with:

1. [Nick Cassidy](#), Driver, Jaguar TCS Racing
2. [Jamie Chadwick](#), One of the world's most decorated female drivers
3. [Julia Palle](#), Formula E's VP of Sustainability
4. Leaders from Keys Gate Charter School

Best,

[REDACTED]

[REDACTED]

Associate Vice President

[REDACTED]

<image001.jpg>

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**Strictly Embargoed until Thursday April 10 at 11:00am ET**

<image002.jpg>

<image003.png>

**PIF and Formula E announce Driving Force global partnership ahead of Miami E-Prix, providing STEM education opportunities for youth**

1. **“Driving Force Presented by PIF” will launch in the US, Saudi Arabia and UK, bringing hands-on STEM and sustainability education to local schools**
2. **Will inspire future generations to shape the future of mobility, engaging more than 50,000 students by the end of 2025**
3. **Supports PIF’s leadership in advancing electric mobility through its unprecedented E360 partnership uniting Formula E, Extreme H and E1 electric powerboat racing**

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**To:** [REDACTED]  
**Subject:** [REDACTED] Motorsports Workshop Provides STEM Opportunities for Young Students in Homestead

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**Cc:** [REDACTED]  
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**PIF**  
صندوق  
الاستثمارات العامة



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**PIF**  
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**ABB FORMULA E**  
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**Date:** Friday, April 11, 2025 1:09:10 PM  
**Attachments:** [image002.png](#)

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Great to connect earlier! As I mentioned, I spoke with [REDACTED] yesterday regarding the Driving Force announcement and wanted to follow through on the broll. I am including video reel of the newly announced workshop titled, "Driving Force Presented by PIF."

Yesterday, nearly 100 students at Keys Gate Charter School got the experience of a lifetime thanks to Formula E and its partner PIF.

Formula E drivers and executives took students through a workshop titled, "Driving Force Presented by PIF." The program is designed to positively educate, impact, and empower children in communities where Formula E races. The program empowers future innovators, engineers, and sustainability leaders by engaging students aged 8 to 18 through interactive workshops, hands-on learning experiences, and digital resources. Driving Force Presented by PIF launched today and is set to impact nearly 50,000 students worldwide.

The workshop took place just around the corner from Homestead-Miami Speedway, site of the Miami E-Prix on Saturday. This is the only Formula E race in the United States this season, and first in Miami since 2015.

You can find broll and sound bites, here:

[REDACTED]

- Tatiana Egozcue, Principal at Keys Gate Charter School
- Jamie Chadwick, Formula E Driver
- Nick Cassidy, Formula E Driver
- Julia Palle, Formula E Vice President of Sustainability

Sharing a press release below, and some recommended VO copy:

*"This weekend Formula E - the electric-racing version of Formula 1 - is hitting the track at Homestead-Miami Speedway. Ahead of the race on Saturday, students at Keys Gate Charter School in Homestead got the experience of a lifetime thanks to Formula E, and its partner PIF [P-I-F]. "Driving Force presented by PIF" is a STEM-focused program designed to positively educate, impact and empower children in the communities where*

*Formula E races. In a hands-on workshop lead by current racecar drivers and executives... the future innovators, engineers and sustainability leaders of tomorrow got a taste of what working in motorsports is like today....”*

Best,



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**PIF and Formula E announce Driving Force global partnership ahead of Miami E-Prix, providing STEM education opportunities for youth**

- **“Driving Force Presented by PIF” will launch in the US, Saudi Arabia and UK, bringing hands-on STEM and sustainability education to local schools**
- **Will inspire future generations to shape the future of mobility, engaging more than 50,000 students by the end of 2025**
- **Supports PIF’s leadership in advancing electric mobility through its unprecedented E360 partnership uniting Formula E, Extreme H and E1 electric powerboat racing**

**MIAMI – April 10, 2025** – PIF and Formula E today announced their Driving Force partnership, “Driving Force Presented by PIF,” a groundbreaking educational program focused on STEM learning and sustainability.

Driving Force Presented by PIF is a multi-dimensional learning program designed to engage and inspire students aged 8 to 18 on shaping the future of mobility through interactive workshops, hands-on learning experiences and digital resources. With in-person workshops taking place across the US, Saudi Arabia and the UK, and a comprehensive online learning program, the program will impact more than 50,000 students worldwide, marking its largest expansion since its launch in June last year.

Debuting today in South Florida ahead of the April 12<sup>th</sup> Miami E-Prix, the program demonstrates PIF’s commitment to advancing sustainable mobility, made possible through E360, its first-of-its-kind partnership uniting Formula E, Extreme H and E1 electric powerboat racing. By inspiring the next generation of engineers, innovators and sustainability leaders, PIF is shaping the future of electric motorsport and sustainable technology.

**Alejandro Agag, Founder and Chairman of Formula E, Extreme H and E1 said:** “Since introducing the PIF E360 partnership last year, Formula E and PIF continue to look for opportunities to make a positive, real-world impact. Driving Force Presented by PIF is an example of how PIF is not only elevating motorsports but also inspiring the next generation of talent through STEM education which plays a crucial role in inspiring future motorsport talent in sustainable mobility and green technology.”

**Mohammed AISayyad, Head of Corporate Brand at PIF, said:** “PIF is committed to supercharging the growth and transformation of electric motorsport and through our partnership with E360, we are collaborating with our partners to accelerate progress, maximize impact, and deliver powerful unified programs. For the first time, we are bringing together Formula E, Extreme H and E1 to expand the Driving Force program and drive transformative impact by empowering youth who are the innovators of tomorrow.”

### **Driving Force Presented by PIF**

Driving Force Presented by PIF kicked off at Keys Gate Charter School in Miami and included a hands-on workshop packed with active learning for up to 90 students. The aim of the program is to provide access and opportunity for young people to explore a STEM career in motorsport and sustainability.

### **Supercharging Future Mobility**

Driving Force Presented by PIF also marks the start of “Supercharged,” PIF’s transformative campaign focused on driving innovation and global progress through E360. E360 aims to redefine the future of electric racing and drive technological innovation while leading the way in green technological innovation that will be the cornerstone of future electric mobility.

**-Ends-**

### **About PIF**

PIF is the investment engine driving economic transformation for Saudi Arabia and the world. With an ambitious program to deliver Vision 2030, PIF invests in projects, companies and partners to diversify the Saudi economy, stimulate growth in every major sector, and create new opportunities for investment and employment.

And as a global investor and catalyst of change, PIF actively partners with the most pioneering organizations across the world to accelerate their growth, and transfer the technology and knowledge needed to build industry ecosystems of the future.

Since 2017, PIF has established 103 companies and is driving the transition to a more sustainable economy through strategic investments and partnerships across the Saudi public and private sector. PIF is laying the foundations for local and international partners to invest in the economic and societal transformation of Saudi Arabia.

For more information, visit the website at [www.pif.gov.sa](http://www.pif.gov.sa)

**About Formula E and the ABB FIA Formula E World Championship:**

As the world's first all-electric FIA World Championship and the only sport certified net zero carbon since inception, the ABB FIA Formula E World Championship brings dramatic racing to the heart of some of the world's most iconic cities providing an elite motorsport platform for the world's leading automotive manufacturers to accelerate electric vehicle innovation.

The Formula E network of teams, manufacturers, partners, broadcasters, and host cities are united by a passion for the sport and belief in its potential to accelerate sustainable human progress and create a better future for people and planet.

[www.FIAFormulaE.com](http://www.FIAFormulaE.com)

**About ABB:**

ABB is a global technology leader in electrification and automation, enabling a more sustainable and resource-efficient future. By connecting its engineering and digitalization expertise, ABB helps industries run at high performance, while becoming more efficient, productive and sustainable so they outperform. At ABB, we call this 'Engineered to Outrun'. The company has over 140 years of history and more than 105,000 employees worldwide. ABB's shares are listed on the SIX Swiss Exchange (ABBN) and Nasdaq Stockholm (ABB).

[www.abb.com](http://www.abb.com)

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[REDACTED]

Assistant Account Executive

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