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**From:** [REDACTED]  
**Sent:** Friday, April 11, 2025 12:59 PM  
**To:** [REDACTED]  
**Subject:** Hi [REDACTED] - Formula E/PIF Story?

Hi [REDACTED] – hope you are well! Wanted to pass along the below news from Formula E and PIF, ahead of the series’ only race on US soil this year – Saturday in Miami.

I could get you an exclusive quote from Formula E CEO Jeff Dodds, if you are interested in running something?

Please let me know your thoughts when you have a moment.

Best,

[REDACTED]

[REDACTED]

Associate Vice President

[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**
- **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** – 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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