
From: [REDACTED]
Sent: Friday, April 11, 2025 2:56 PM
To: [REDACTED]
Subject: PIF & Formula E Partner on Driving Force

Hello [REDACTED] -

Been awhile - I hope you are doing well. How are things going on the [REDACTED]? Miss it.

Hey - wanted to put on your radar that [PIF](#), the Saudi Arabian investment engine across industries, announced a new partnership with Formula E titled "Driving Force Presented by PIF." The launch of Driving Force comes just days ahead of the [Miami E-Prix](#) which is on this Saturday afternoon.

Driving Force Presented by PIF 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 is set to impact nearly 50,000 students worldwide.

The program kicked off today with a workshop at Keys Gate Charter School in Homestead, FL – just around the corner from Homestead-Miami Speedway.

Driving Force is the latest example of how PIF builds groundbreaking partnerships that create meaningful and lasting impact globally, driving a new era of growth and opportunity across sport, arts and culture. Every partnership PIF pursues is built on four guiding pillars: inclusivity, sustainability, youth, and technology.

Attached is a press release below and imagery from the event. Happy to send some quotes from Jeff Dodd, Formula E CEO. Let me know if you are interested.

Best,

[REDACTED]

[REDACTED]

Senior Vice President, Sports



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PIF
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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.

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Debuting today in South Florida ahead of the April 12th 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 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.”

Driving Force Presented by PIF

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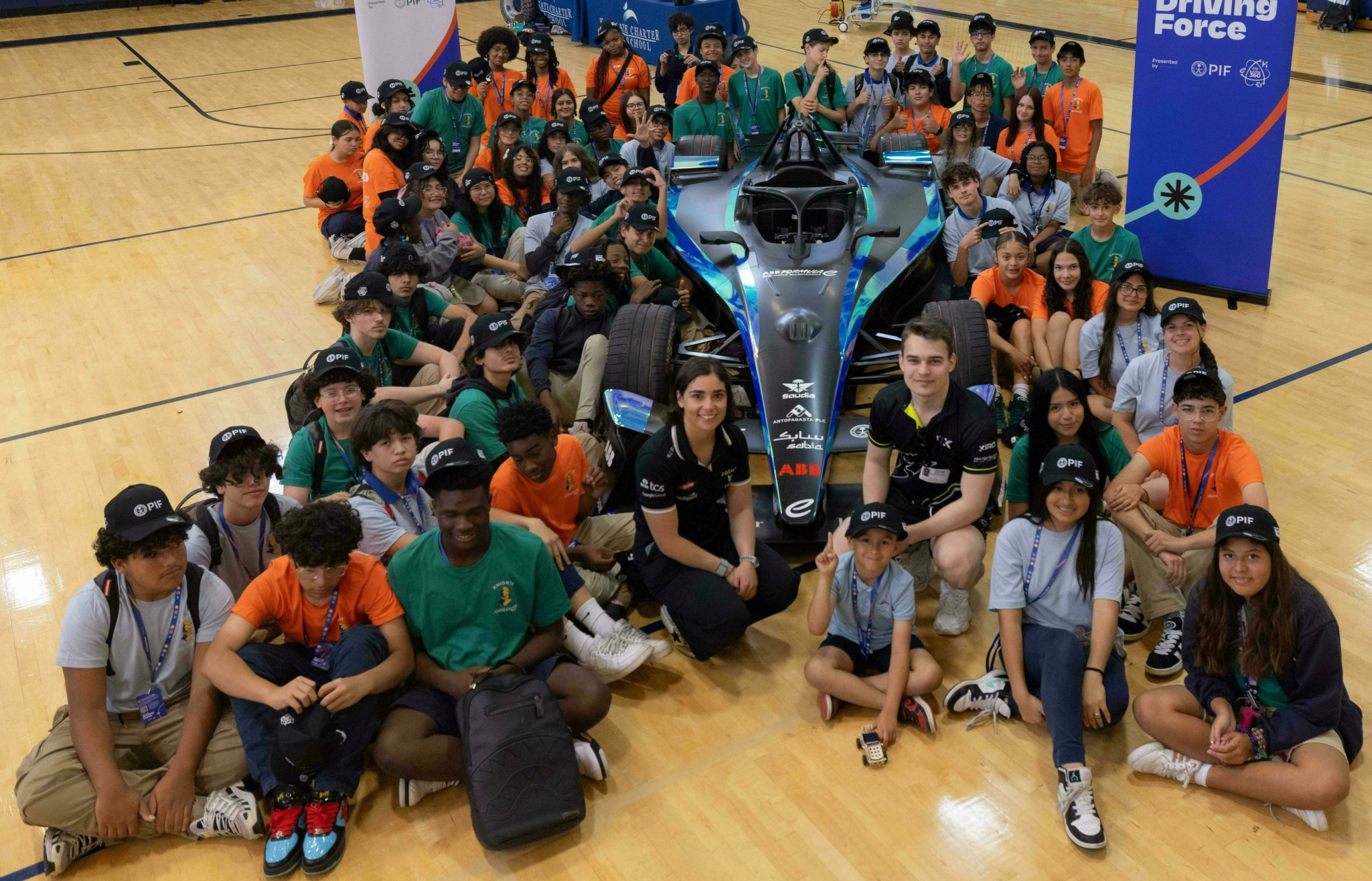
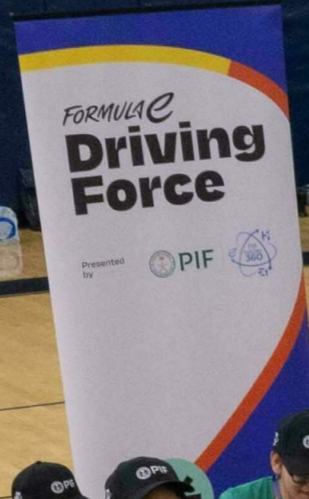
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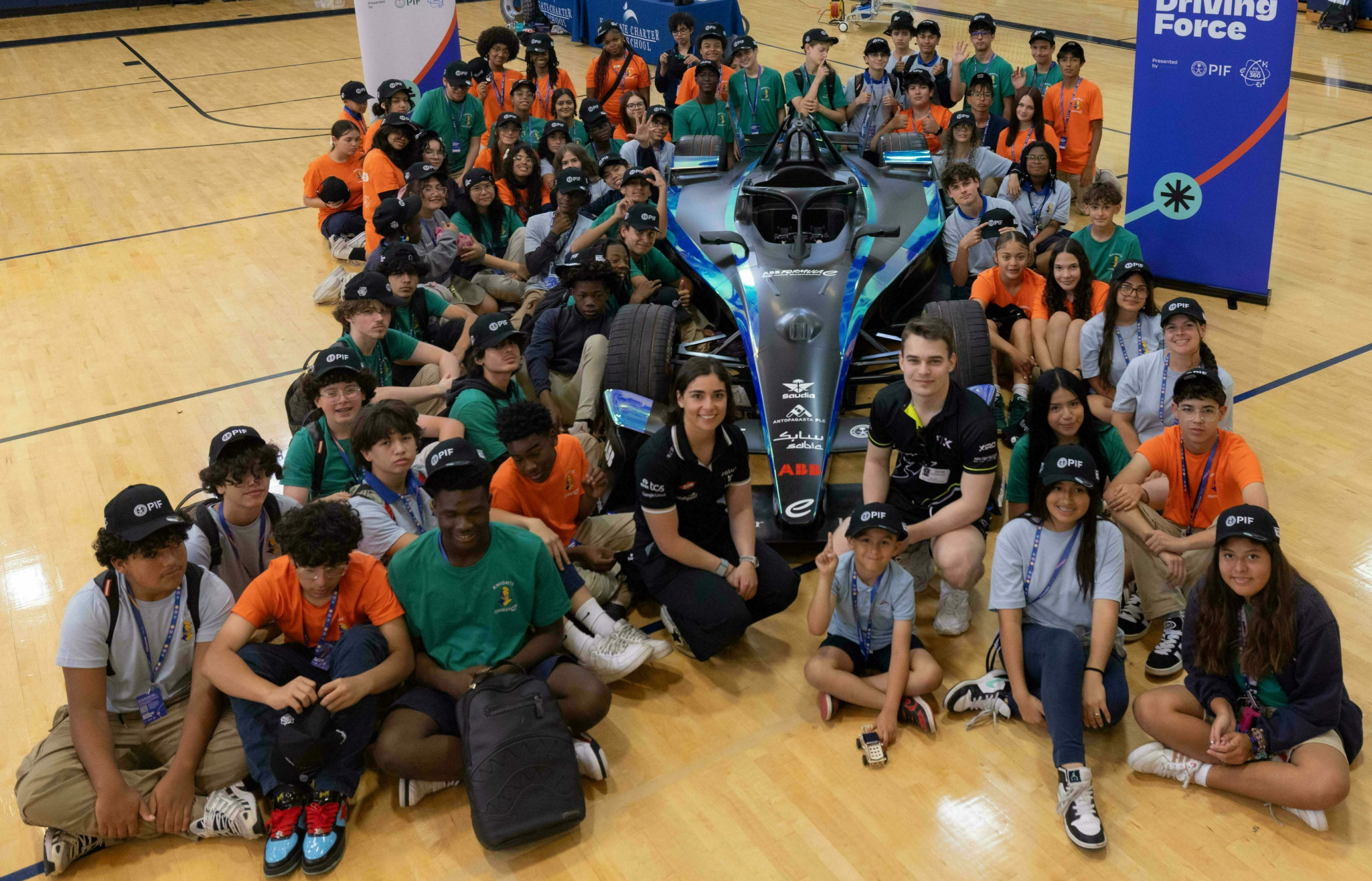
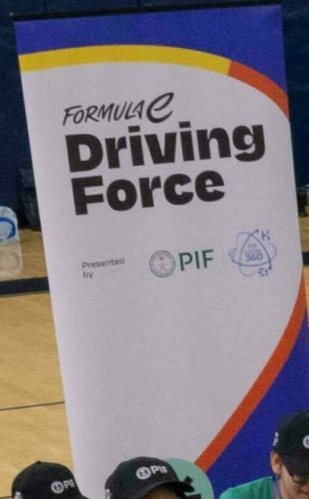
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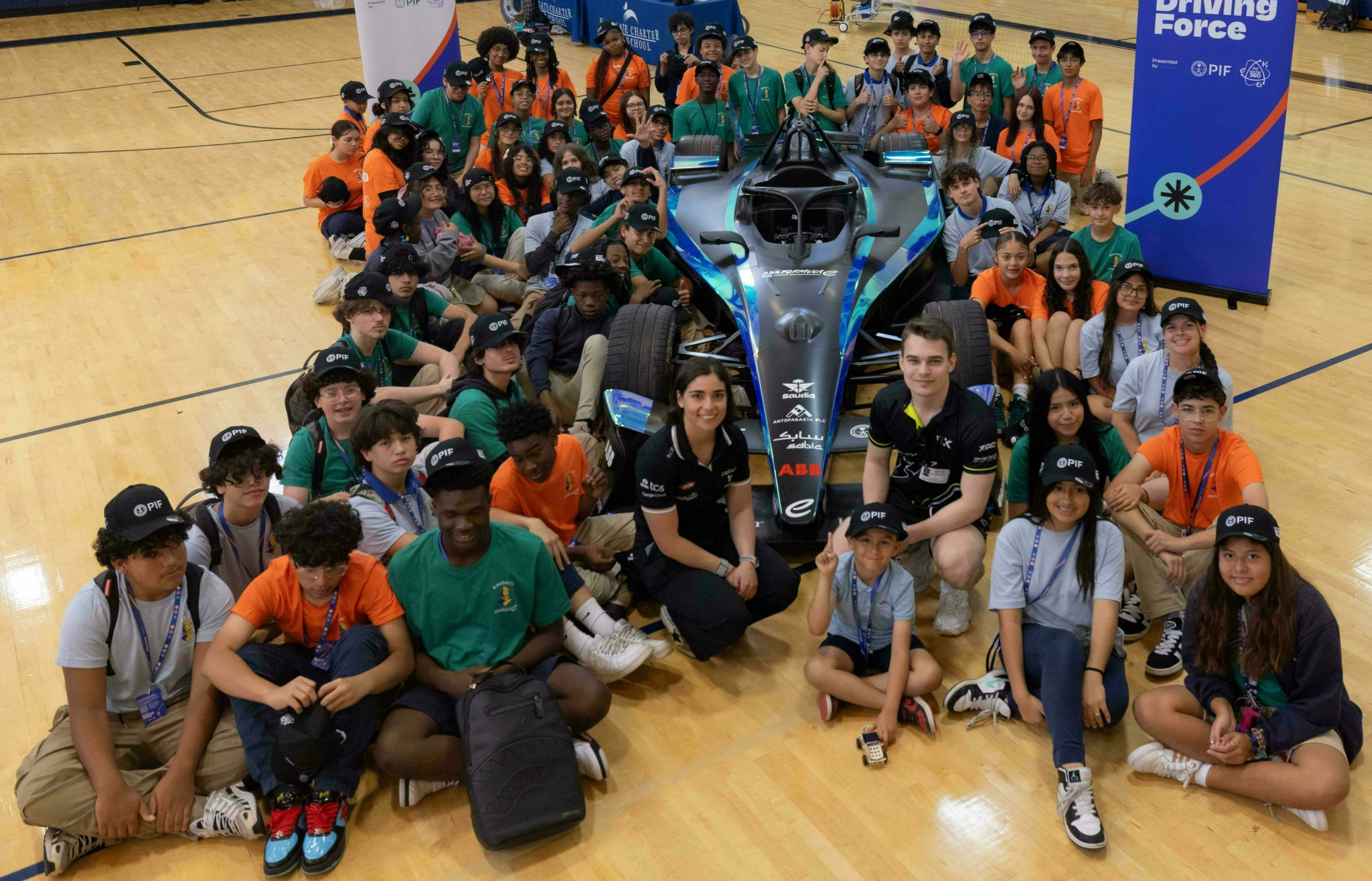
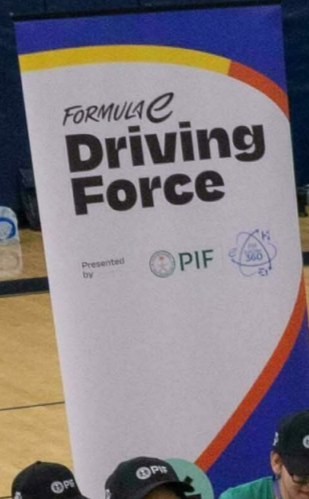
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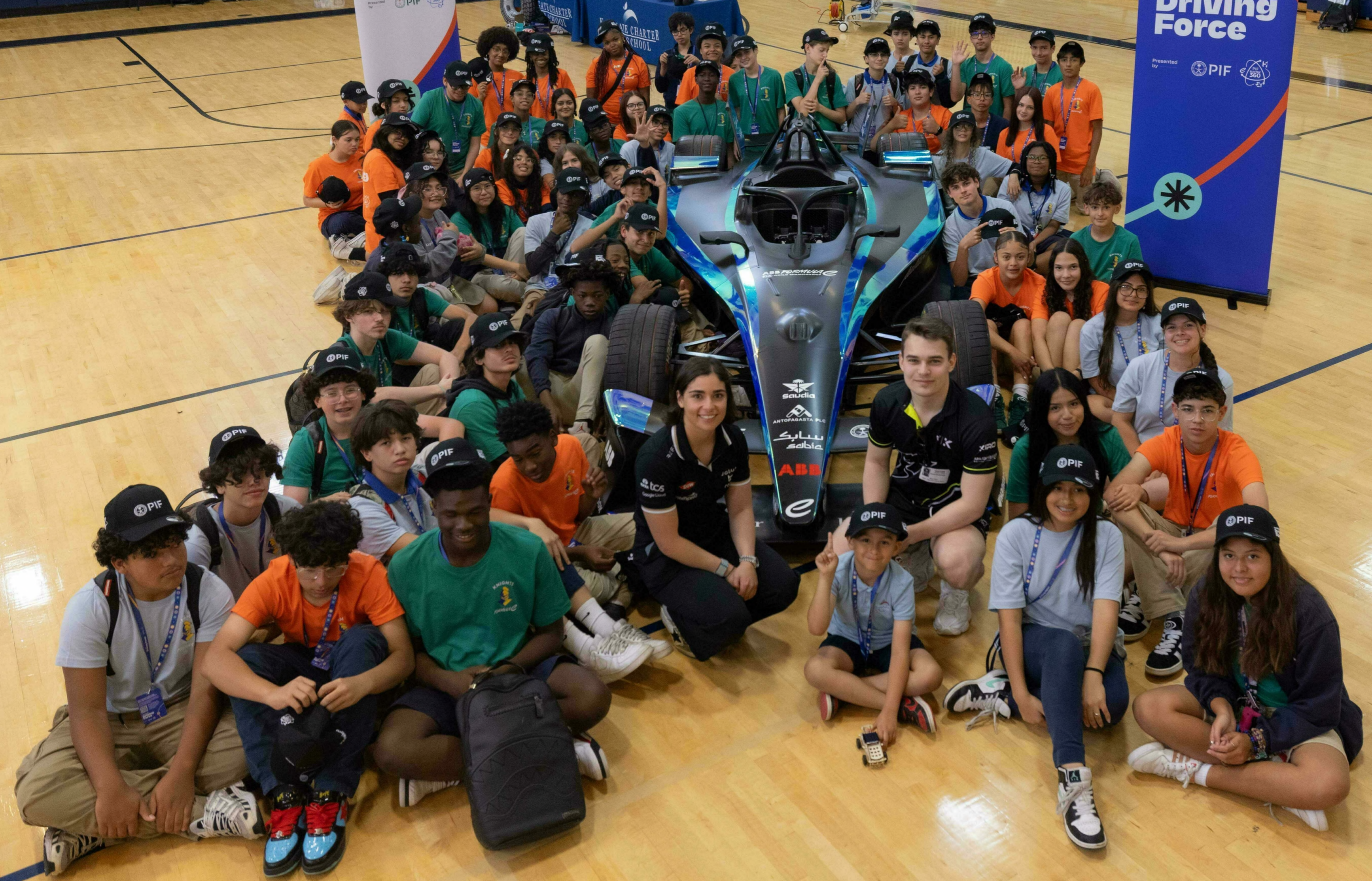
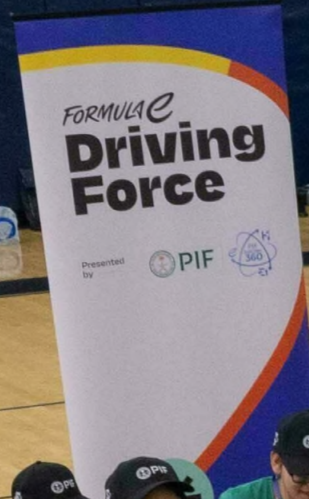
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Since 2017, PIF has established 103 companies and is driving the transition to a more sustainable economy through strategic investments and partnerships across the Saudi public and private sector. PIF is laying the foundations for local and international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

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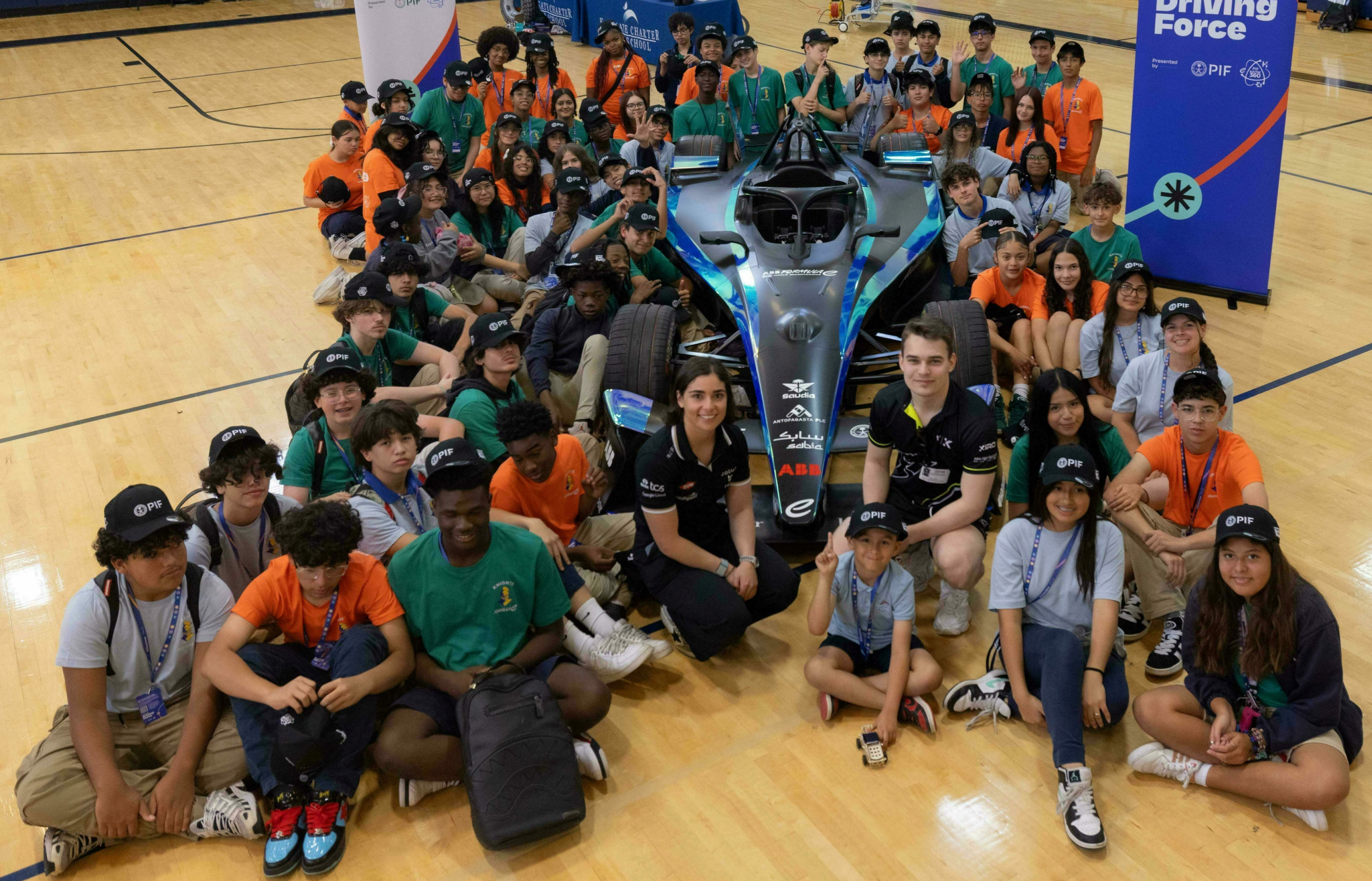
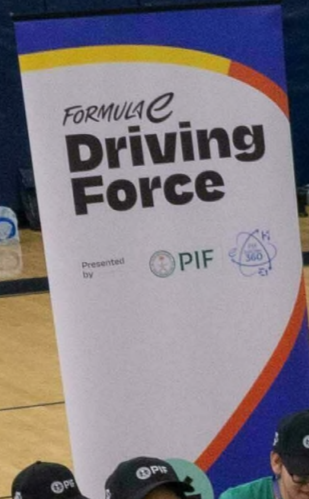
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Keys Gate

Established 2011





From: [REDACTED]
Sent: Friday, April 11, 2025 1:53 PM
To: [REDACTED]
Subject: Fw: PIF & Formula E Partner on Driving Force

Hello [REDACTED] -

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Driving Force Presented by PIF 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 is set to impact nearly 50,000 students worldwide.

The program kicked off today with a workshop at Keys Gate Charter School in Homestead, FL – just around the corner from Homestead-Miami Speedway.

Driving Force is the latest example of how PIF builds groundbreaking partnerships that create meaningful and lasting impact globally, driving a new era of growth and opportunity across sport, arts and culture. Every partnership PIF pursues is built on four guiding pillars: inclusivity, sustainability, youth, and technology.

Attached is a press release below and imagery from the event. Let me know if you are interested.

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[REDACTED]

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Senior Vice President, Sports

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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 12th 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.

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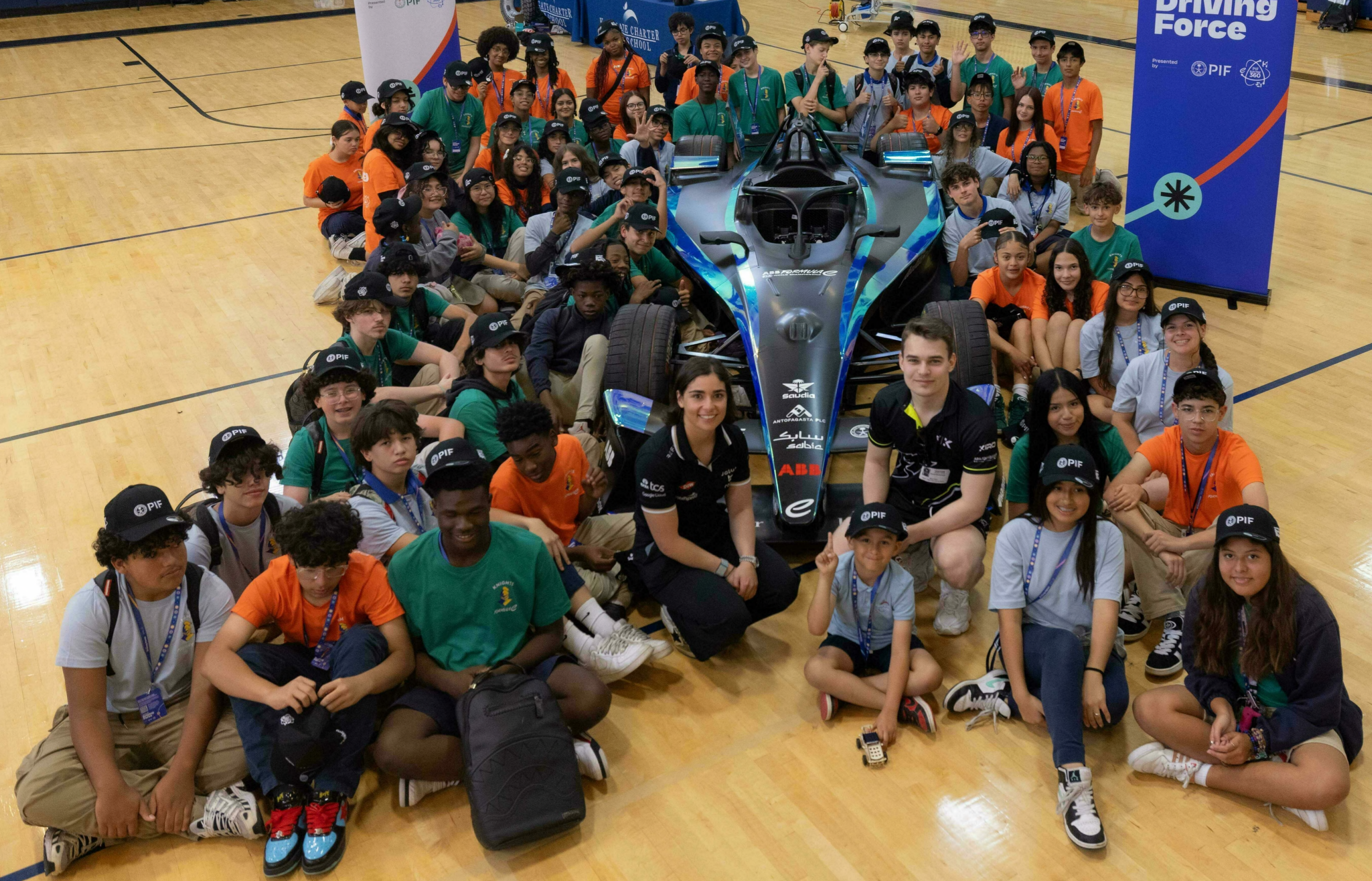
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Established 2011





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Sent: Friday, April 11, 2025 1:38 PM
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Subject: PIF & Formula E Partner on Driving Force

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

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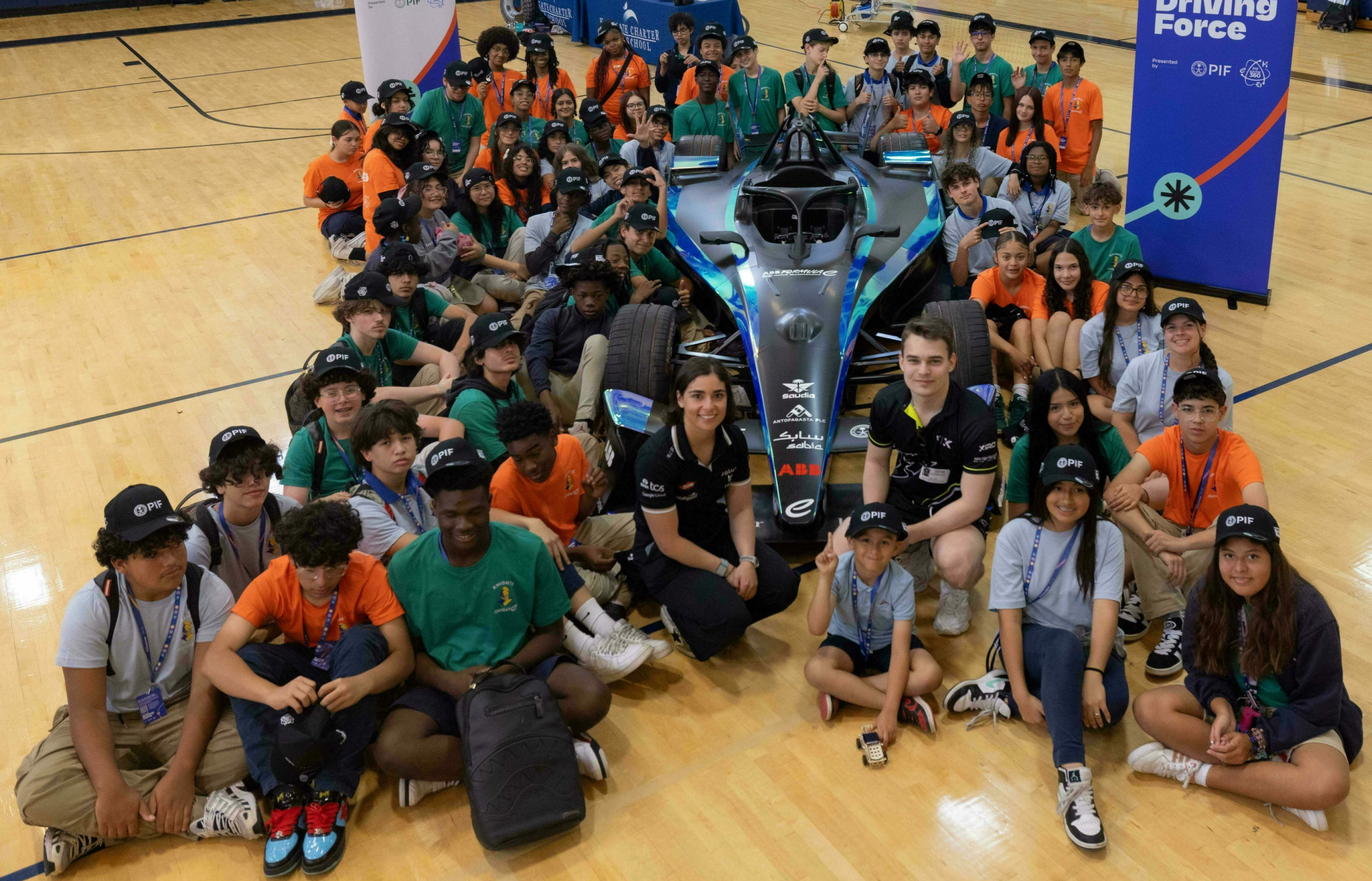
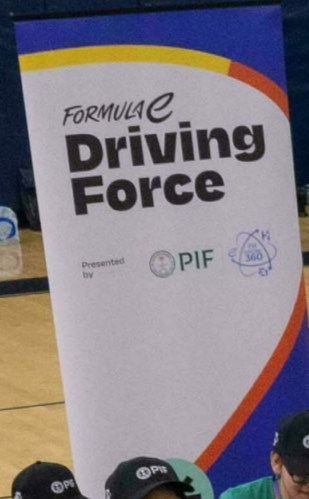
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