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**From:** [REDACTED]  
**Sent:** Friday, August 14, 2026 9:01 AM  
**To:** [REDACTED]  
**Subject:** PIF and Formula E expand Driving Force global STEM platform after reaching nearly 100,000 young people

Hi [REDACTED] – hope you are well. Seeing if the below news is a fit for SBJ Tech...

PIF and Formula E today announced the next phase of **Driving Force Presented by PIF**, which has grown to become one of the largest STEM education programmes in motorsport, reaching **100,000 young people globally in its first year**.

The next phase will see Driving Force's online learning offer expanded into a global digital platform, giving young people, parents and educators greater access to interactive STEM, sustainability and future mobility content, including new learning experiences centred around Formula E's GEN4 car.

More broadly, the expansion is a good example of how the PIF–Formula E partnership is evolving **beyond the racetrack**. PIF has worked with Formula E to scale Driving Force and broaden its reach, using the technology and innovation behind electric motorsport to help inspire the next generation of sustainability leaders, engineers and future mobility talent.

I've attached the press release and some imagery. Please let me know if you have any questions.

Best,

[REDACTED]

[REDACTED]  
Vice President

[REDACTED]



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**Sent:** Friday, August 14, 2026 9:00 AM  
**To:** [REDACTED]  
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Good morning – sharing the below story for your consideration.

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**From:** [REDACTED]  
**Sent:** Friday, August 14, 2026 8:15 AM  
**To:** [REDACTED] >  
**Subject:** PIF and Formula E expand Driving Force global STEM platform after reaching nearly 100,000 young people

Hi [REDACTED] – hope you are doing well. On a related note – let’s plan to catch up soon!

Given that you covered the launch of PIF’s Driving Force last year for Forbes, I wanted to pass along details of a major milestone announced this morning – aligned with the Formula E event in London.

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I've attached the press release. Think this is a fit for a story? Please let me know if you have any questions.

Best,

[REDACTED]

[REDACTED]

Vice President

[REDACTED]



prosek

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## PIF AND FORMULA E UNLOCK THE NEXT LEVEL OF ONLINE STEM EDUCATION PLATFORM 'Driving Force Presented by PIF'

- The Driving Force Presented by PIF online platform is an always-on digital destination bringing gamified STEM learning content to young people around the world
- Since its launch, the program reached 111,200 students across over 1,100 schools in the United States, Saudi Arabia and the United Kingdom
- Gamified learning content focuses on the GEN4 car, which will be launched on track for the 2026/27 Season on the ABB FIA Formula E World Championship
- PIF is a Principal Partner of Formula E

**14 August 2026, LONDON, United Kingdom** – PIF and Formula E are announcing the expansion of the Driving Force program through a new online platform, giving young people worldwide a backstage pass to the future of motorsport through STEM and sustainability education, showcasing the future of mobility.

The multi-dimensional learning program was first launched in April 2025 in Miami, during the 2024/25 Season of the ABB FIA Formula E World Championship, to offer holistic education through three distinct delivery methods: live school workshops, teacher lesson plans, and anytime/anywhere online learning. Driving Force extends Formula E's impact from the track into classrooms, homes and communities worldwide, bringing to life the Championship's mission to accelerate human progress through technology and electric racing.

Since its launch, Driving Force has reached 111,200 young people through teacher-led content and live workshops in the United States, Saudi Arabia and the United Kingdom. Building on this momentum, PIF and Formula E have made enhancements, introducing a new kind of learning experience on the devices of young people in Saudi Arabia and across the globe.

The transformed Driving Force online platform will offer a single, unified digital destination for young people, parents, and educators, with tailored experiences for each audience. Students will be able to access interactive challenges, quizzes, games and rewards designed to make STEM learning fun and shareable. Parents will be able to explore content that helps them support their children's interest in STEM and careers in future mobility, while educators will have access to ready-to-use classroom resources, lesson plans and activities that bring STEM and sustainability to life.

Launch content centres around the recently unveiled GEN4 car, which will be launched on track for the 2026/27 Season, drawing users closer Formula E action while helping them understand the technology and sustainability behind the series as well as the careers that drive these fields forward.

Research by Engineering UK found that 8 in 10 parents believe their children are interested in a career in STEM, and only 32% of students feel they know enough about the careers available to them in the sector. The new Driving Force platform is designed to help address this gap by giving young people,





parents and educators accessible, engaging to [REDACTED] highways, sustainability and the future of mobility together.

PIF is a Principal Partner of Formula E as part of the Fund's commitment to electric motorsports, sustainability, and future mobility.

**Mohamed AISayyad, Head of Corporate Brand at PIF, said:** "Driving Force Presented by PIF was designed to inspire and empower the next generation of sustainability leaders. Since its launch, the program has engaged 111,200 young people across more than 1,100 schools in the U.S, Saudi Arabia and the U.K, demonstrating PIF's commitment to forging partnerships that create transformational impact in Saudi Arabia and globally. The expansion of the program is a significant milestone for PIF as we reinforce our commitment to the growth of electric motorsport, further strengthened by our partnership with Formula E. Through this powerful, unified program, we will continue to broaden access to STEM and sustainability learning, while accelerating the future of electric mobility in Saudi Arabia and across the globe."

**Julia Palle, VP, Sustainability at Formula E, said:** "We are thrilled to launch the next iteration of the Formula E Driving Force Presented by PIF. By centering our new content on the cutting-edge GEN4 car, we are bridging the gap between elite motorsport and the classroom. Our mission remains clear: to ignite a global passion for STEM through high-octane, gamified learning that prepares the next generation for the future of innovation."

**ENDS**

### About Formula E

The ABB FIA Formula E World Championship is known as the next evolution of motorsport. As the world's first all-electric series, Formula E operates as a high-speed 'living laboratory' where innovation and adrenaline collide.

The championship has achieved the milestone of 150 races, and serves as a vital test bed for the world's leading automotive manufacturers - including Porsche, Jaguar, Nissan, Stellantis, Mahindra and Lola Cars - to innovate and refine the electric vehicle (EV) technologies that will define future urban mobility.

Underpinning this performance is a profound commitment to impact. Formula E is a Certified B Corp - the world's first and only sport to achieve this designation - reflecting its dedication to high standards of social and environmental transparency. It also recently became the first sport to achieve the BSI Net Zero Pathway certification, setting a new global benchmark for science-based climate action.

As a progressive challenger in the sports landscape, Formula E is defined by unpredictable, wheel-to-wheel competition. In 11 seasons, the series has crowned 10 different champions, proving it to be one of the most competitive and open titles in world championship-level sport. With a commitment to accessibility and a grid of world-class drivers and manufacturers, the series continues to rewrite the rules of elite sport, engaging a new generation who value purposeful ambition and fearless action.

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





For Formula E media enquiries, please contact [REDACTED]

#### 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 110,000 employees worldwide. ABB's shares are listed on the SIX Swiss Exchange (ABBN) and Nasdaq Stockholm (ABB). [www.abb.com](http://www.abb.com)

#### 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)



