

Beat: Sports

# FIA FORMULA E CHAMPIONSHIP COMMITMENT AND PROMOTION OF CLEAN ENERGY

## CHANGE TOWARDS SUSTAINABLE MOBILITY

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**USPA NEWS** - Using entertainment, Formula E aspires to drive the change towards the greater use of sustainable mobility. In short, they want to improve the image and perception of electric vehicles and to encourage more people to buy and use them.

Of course, Formula E can't do this just by itself, but it can act as a catalyst between companies, leaders, experts, cities and policy-makers to spread the idea and feasibility of an alternative electric future.

How exactly? By increasing the sales of electric vehicles (EVs) which in turn helps reduce pollution levels and improve people's health...not to mention save many millions of barrels of oil and create many new jobs. By showing people that EVs don't have to be 'uncool' or 'slow' and by improving the infrastructure, costs and technology available - such as battery life.

In fact Formula E can help sell an additional 77 million EVs worldwide, save 4 billion barrels of oil and help make savings of 25 billion euros on healthcare\*.

It might surprise you to know that electric vehicles have been around more than 100 years and there's much more to them than you may think.

Some facts:

1. They've been around a long time: The first car to break the 100kmh barrier was electric. La Jamais Contente (The Never Satisfied) was driven by Camille Jenatton in 1899 "" the Belgian pioneer is said to have named the car after his wife.
2. The first car ever driven on the moon was electric. The Lunar Roving Vehicles had two non-rechargeable 36v batteries.
3. Celebs love them: George Clooney, Scarlett Johansson, Tom Hanks and Leonardo di Caprio are all electric car owners, as is famous talk show host and car enthusiast Jay Leno.
4. They can be very, very fast: The electric land speed record currently sits at 307mph. The Buckeyebullet 2.5, a joint venture between Venturi Automobiles and the Ohio State University, set the record in 2010. The Buckeye Bullet 3 is being prepared to break the 400mph barrier later this summer.
5. They're powerful: The power produced from the 200kw batteries in a Formula E car could be used to charge your iPhone for 100,000 days or 274 years!

They can save lives: The World Health Organisation reckons that over 70 million people each year die as a result of air pollution "" electric vehicles produce no emissions.

They are cheap to run: It cost around only £3 to fully charge the average electric car. A full tank of diesel is about £70 for the same type of car.

Formula E is also committed to helping good causes and foundations around the world. To date, Formula E backs two organisations: ONE DROP and the Prince Albert II of Monaco Foundation.

\*Source: Ernst & Young. Impact report commissioned by Formula E Holdings. Based on a low scenario using the period 2015-2040.

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