



THE ZENITH DEFY EXTREME TAKES ON THE GLACIERS OF GREENLAND AT THE EXTREME E "ARCTIC X" RACE

EXTREME-E - GREEN RACING OF THE FUTURE

After kicking off the inaugural EXTREME E race on the desert dunes of Al Ula in Saudi Arabia followed by the mangroves of Lac Rose in Senegal, the third race in the debut season took place in an unprecedented location for motorsports: The Russel Glacier near Kangerlussuaq in Greenland, marking the first major motorsport event to ever take place in Greenland and certainly raising the bar of challenge in the debut season of EXTREME-E.

Its wild arctic terrain provided a new type of challenge for the new electric racing championship; something that has never been done in this remote part of the arctic circle. As the Official Timekeeper and Founding Partner of Extreme E, the new off-road electric racing championship that highlights remote environments under threat of climate change and pollution, Zenith joined the teams for the glacial adrenaline-filled race. With its mixed terrain consisting of rock sizes from large boulders down to a fine glacial sediment and sand dunes, crafted and shaped by the wind blowing down the valley and the melting water coming off the glacier, the course provided an unprecedented and truly one-of-a-kind setting.

Beyond just providing a thrilling race however, choosing Greenland as the venue for the Arctic X race was of paramount importance for EXTREME-E. There, among the shrinking glaciers and uninhabited terrains, one can witness the undeniable and dramatic impact of climate change, which is ravaging the local landscape and wildlife and consequently having a negative impact on the entire planet.

Highlighting these urgent issues and supporting scientific research and solutions are objectives that resonate with Zenith's initiative THE FUTURE IS GREEN, to build a more sustainable and environmental conscious world through action and education. Extreme E's own Legacy Program aims to bring awareness and new initiatives to the areas where races are held. As each race takes place in a different environment, the Legacy Program adapts its actions to each. With the help of world-leading Arctic expert, Professor Peter Wadhams, Extreme E is supporting research into protecting Arctic ice to give the unique ecosystem the best chance of survival and recovery while addressing the much-needed global action on climate change.

DEFY EXTREME - BUILT FOR THE ELEMENTS

When racing on untouched terrains through conditions as extreme as those found in the barren glaciers of Greenland, a suitably ingenious and robust watch can make all the difference. The DEFY Extreme 1/100th of a second chronograph is Zenith's most rugged and high-performance chronograph to date, giving its groundbreaking high-frequency movement a vessel capable of taking on whatever comes its way. With adaptability in mind, the DEFY Extreme comes with a metal bracelet as well as rubber and Velcro straps that can be instantly swapped using the quick-change mechanism on the back of the watch's case.

ZENITH MOMENT IN TIME PRIZE - RECOGNIZING EXCEPTIONAL PERFORMANCE

Alongside the main podium prizes, Zenith CEO Julien Tornare handed the second *Zenith Moment in Time* award for spectacular performance on the previous race in Senegal, with votes cast by Extreme E fans on social media. Chip Ganassi Racing's co-pilot Kyle Leduc pulled off an incredible feat during the races in Senegal, and was awarded a DEFY Extreme for his spectacular performance and incredibly fast pace on a challenging course during the Ocean X race. The DEFY Extreme perfectly embodies his fearlessness and drive to always push the limits.

I am proud to announce the Senegal, Ocean X Prix winner of the Zenith Moment In Time Award. Kyle LeDuc, who races for the American team Chip Ganassi Racing. During the qualifying run at the Ocean X Prix, Kyle had by far the fastest qualifying time. Clearly, Kyle has no fear and a serious need for speed. The Zenith Defy Extreme was definitely made for him!" exclaimed Zenith CEO **Julien Tornare**.



Kyle LeDuc shared, *"Claiming the championship points for recording the fastest time in the Super Sector at the Ocean X Prix was a fantastic moment, but now, to receive the Zenith Moment In Time award is a truly unexpected bonus. The memories will live on whenever I look at this stunning DEFY Extreme watch and I will cherish it forever. Thank you, Zenith!"*

Zenith looks forward to announcing the Arctic X Moment In Time award winner at the upcoming EXTREME E "Island X" race in Sardinia, taking place on the 23rd and 24th of October.



About Zenith: Official Timekeeper and Founding Partner

ZENITH: TIME TO REACH YOUR STAR.

Zenith exists to inspire individuals to pursue their dreams and make them come true - against all odds. Since its establishment in 1865, Zenith became the first watch manufacture in the modern sense of the term, and its watches have accompanied extraordinary figures that dreamt big and strived to achieve the impossible - from Louis Blériot's history-making flight across the English Channel to Felix Baumgartner's record-setting stratospheric free-fall jump. Zenith is also highlighting visionary and trailblazing women - past and present - by celebrating their accomplishments and creating in 2020 its first-ever collection dedicated entirely to them, Defy Midnight.

With innovation as its guiding star, Zenith features exceptional in-house developed and manufactured movements in all its watches. Since the creation of the El Primero in 1969, the world's first automatic chronograph calibre, Zenith has gone on to master fractions of the second with the Chronomaster Sport and its 1/10th of a second precision and the DEFY 21 with a precision of 1/100th of a second. Zenith has been shaping the future of Swiss watchmaking since 1865, accompanying those who dare to challenge themselves and break barriers. The time to reach your star is now.

About Extreme E:

Extreme E is a radical new racing series, which will see electric SUVs competing in extreme environments around the world which have already been damaged or affected by climate and environmental issues. The five-race global voyage highlights the impact of climate change and human interference in some of the world's most remote locations and promotes the adoption of electric vehicles in the quest for a lower carbon future for the planet.

To minimise local impact, Extreme E races will not be open to spectators, with fans instead invited to follow the action through live TV broadcast, and on social media.

The St. Helena, a former passenger cargo ship, has undergone a multi-million Euro refit to minimise emissions and transform her into Extreme E's operations hub. The ship will be used to transport the championship's freight and infrastructure, including vehicles, to the nearest port, minimising Extreme E's footprint, as well as being used to facilitate scientific research through its on-board laboratory.

Extreme E is also pioneering hydrogen fuel cell technology which will enable its race fleet to be charged using zero emission energy. This innovative solution from AFC Energy uses water and sun to generate hydrogen power. Not only will this process emit no greenhouse emissions, its only by-product will be water, which will be utilised elsewhere on-site.