



Press Release

## **HUGO BOSS is proud to extend its sponsorship of Formula E**

Metzingen, February 11, 2020. HUGO BOSS has renewed its partnership with Formula E, the electric street racing series, for a further three seasons, until at least the end of season nine in 2023. The fashion brand will continue to serve as official apparel partner, underscoring the company's bold commitment to innovation and sustainability and representing an evolution of its longstanding connection with motorsports.

As well as designing and producing the outfits for management, employees and volunteers, a key element of the partnership is the BOSS | EMOTION CLUB, a unique hospitality experience presented by HUGO BOSS that includes not only food, drink and views of the track but also brings guests closer to all the action behind the scenes with the teams and garage tours.

HUGO BOSS was an early supporter of Formula E, choosing to switch to the sport after many years with Formula One, as the sport aligns with the company's drive for innovation, excellence and sustainability. HUGO BOSS also works with the TAG Heuer Porsche Formula E Team and most successful drivers, including reigning champion Jean-Éric Vergne, who is an ambassador for BOSS. He became the first Formula E driver to win two consecutive championships at the end of the 2018/19 season.

Reflecting Formula E's role in developing the technology around and interest in electric motor vehicles, and the fact that these cars are a more sustainable option, the new apparel supplied by HUGO BOSS is carefully sourced and produced to reduce its impact on the environment.



Mark Langer, CEO of HUGO BOSS, said, "We have been involved in the development of Formula E from an early stage, and we are pleased to see how we have successfully grown together. Along with our shared commitments to excellence and innovation, both brands embody a certain lifestyle, an element of the collaboration that we will further strengthen with the BOSS | EMOTION CLUB. The next three seasons will see us continuing and deepening our relationship."

Jamie Reigle, CEO of Formula E, said, "We are delighted to extend our relationship with HUGO BOSS. HUGO BOSS were the first lifestyle brand to join Formula E in season four and extending our partnership reaffirms our shared commitment to create a more sustainable future. HUGO BOSS is more than our official apparel partner, they reinforce our position as a global lifestyle movement. With their driver ambassadors on the grid and their name on our premium hospitality experience at every E- Prix, HUGO BOSS is truly a part of the Formula E family."

The 2019/20 ABB FIA Formula E Championship continues on February 15 in Mexico City, the fifth time the fully-electric racing series has taken place there, and will conclude with a double-header in London this summer. HUGO BOSS will be at every event supporting best-in-class performance and sporting innovation.

High-resolution images can be downloaded from the following link:

[http://press-service.hugoboss.com/collections/2020\\_Formula\\_E/](http://press-service.hugoboss.com/collections/2020_Formula_E/)

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### **About HUGO BOSS**

HUGO BOSS is a global leader in the upper premium apparel market. With some 14,700 employees around the world, the German Group develops and sells high-quality fashions and accessories for women and men under its BOSS and HUGO brands. Its products range from classic contemporary apparel, elegant evening fashions and casualwear through to shoes, leather accessories and licensed products including fragrances, eyewear and watches.

For many years, HUGO BOSS has been engaged in the fields of sport and the arts. Within the former, it taps premium sports such as golf, sailing, soccer and motorsports to convey the brand values of success, precision, innovation and sustainability. Since 2017, it has added an agreement with the exclusively electric Formula E series, which has chosen HUGO BOSS as its first Global Apparel Partner.

### **About the ABB FIA Formula E Championship:**

Electric is 45-minutes of non-stop action. The ABB FIA Formula E Championship is the closest and most competitive category in motorsport, with unpredictable and exciting electric racing in the center of the world's most iconic cities. Formula E is the fastest-growing series in motorsport and boasts the best roster in racing, where renowned road car manufacturers and automotive brands battle for points, position and bragging rights.

Electric is a race that matters. Formula E is more than just a race on the track, it's also a proving ground and platform with a higher purpose - to test new technologies, drive development to the production line and put more electric cars on the road. Using the spectacle of sport, the ABB FIA Formula E Championship is sending a powerful message to speed-up the switch to electric, in a bid to counteract climate change and address the devastating effects of air pollution.

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



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