

Press

Viessmann enters the "Formula E"

Allendorf, Germany / Coventry, UK, 21.9.2017 – The Viessmann Group, one of the leading manufacturers of heating, industrial and refrigeration systems, is entering the 'Formula E' as a sponsor. From the forthcoming debut season 2017/18, the German family business will become an Official Team Partner of Panasonic Jaguar Racing Team in the FIA Formula E Championship. This was announced at the Official Team launch in Coventry, UK.

In its centenary year, the company sets forth "into a new century". Just like the world in general, Viessmann is undergoing a comprehensive technological and cultural change: "Within a few decades, we will finally say goodbye to the oil age. The FIA Formula E Championship is a strong symbol for this change, and the partnership with Panasonic Jaguar Racing is going to make our own progress on this path visible", says Maximilian Viessmann, member of the Viessmann Board of Directors. "We are happy to be a part of this movement, and we are looking forward to the first season together."

In the past decades, the Viessmann's long-standing commitment to nordic wintersports has significantly increased brand awareness on an international scale. Now, the white double "s" against a black background is going to attract attention in the 'Formula E' as well. In doing so, the company aims at further sharpening its brand profile and at finding a new platform for its innovative products. "Formula E' is not only about competing drivers and the power of their cars", says Maximilian Viessmann. "At the same time, it is a race for efficiency and the best energy management. And precisely these fields are the driving force behind Viessmann's development."

Whether fuel cell technology, heat pumps or the digital control of domestic energy supply in 'smart homes' – Viessmann meets the new needs of its customers with the greatest technological diversity in its industry. In doing so, the company also sets standards in terms of sustainability. For example, company headquarters in the Allendorf (Eder) / Germany – where 4,500 of a total of 12,000 employees work – already meets the climate political goals of the German federal government for 2050. As a result, CO2 emissions have been reduced by 80 percent and the share of renewable energies increased to 70 percent.

At the start of the debut season in Hong Kong on December 2nd/3rd 2017, the Panasonic Jaguar Racing I-Type 2 presented on Thursday will be doing its first race laps carrying the distinctive Viessmann logo. After further stops in Morocco, Chile, Mexico and

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Brazil, the 'Formula E' will arrive in Europe in April 2018. On May 19th, Germany will host a Grand Prix. By the trackside, fans of the FIA Formula E Championship will be able to experience innovative Viessmann products.

About Viessmann

The Viessmann Group is one of the leading international manufacturers of heating, industrial, and refrigeration systems. This family enterprise was founded in 1917, has 12,000 employees, and the group's turnover amounts to € 2.25 billion Euro.

With 23 production companies in 12 countries, distribution companies and representative offices in 74 countries and 120 sales offices throughout the world, Viessmann is truly international in its orientation. 54 percent of turnover is generated abroad.

About Panasonic Jaguar Racing and Formula E

Jaguar returned to racing in October 2016, becoming the first premium manufacturer to join the all-electric FIA Formula E Champion street racing series. Beyond its all-electric concept, Formula E is also unique in the world of motorsport for its choice of venues. With the exception of the Mexico ePrix, every round of the championship takes place on temporary street circuits in the centre of the world's major cities. Each race day sees all track action including practice, qualifying and racing, taking place in a single day. Beginning on December 2, the 2017/18 calendar includes 14 races in 11 cities, including double-header races in Hong Kong, New York and the season finale in Montreal.

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