



PRESS RELEASE

## Tom Brady joins UIM E1 World Championship as team owner for world's first all-electric raceboat championship

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- Tom Brady's team is the fifth entry announced to compete in the inaugural season of the UIM E1 World Championship, the world's first all-electric raceboat championship, which will see an international fleet of up to 10 RaceBird teams competing starting early 2024
  - The seven-time Super Bowl champion will spearhead his team, competing on the water against the electric racing teams already announced by tennis legend Rafael Nadal, F1 icon Sergio Perez, former Chelsea soccer star Didier Drogba, and the Venice Racing team
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Miami, Florida, United States of America (July 20, 2023)

### **Tom Brady is the latest high-profile athlete to become a team owner in the UIM E1 World Championship.**

Celebrated as one of the world's most successful sports stars, Tom Brady now has his sights set on winning the inaugural UIM E1 World Championship - the all-new electric raceboat competition - bringing his ambition, leadership, and ability to perform under pressure to this new sport on the water.

Widely regarded as one of the greatest quarterbacks of all time, Brady has been known throughout his career for his excellence on the field of play, holding the record for the most ever Super Bowl MVP's (with five), winning seven Super Bowls across three decades and being named *Sports Illustrated's* Sportsman of the Year twice (in 2005 and 2021).

Off the field, Brady has always worked to bridge the gap between athlete and entrepreneur which is apparent in the various companies he's co-founded. These ventures include Autograph, a web3 brand bringing together the most iconic brands and biggest names in sports, entertainment, fashion, and pop-culture; his namesake next generation apparel brand BRADY; TB12, a health and wellness brand that aims to share his proven TB12 method; and 199 Productions, a global multi-platform production company developing original, premium content spanning documentary, feature film, television, and digital formats.



Brady has continued his relentless pursuit of sporting excellence, establishing himself as a team owner across multiple sports. This pursuit, coupled with his passion for both the ocean and sustainability, has brought him to own his team in the all-new UIM E1 World Championship.

**Tom Brady:** said: “UIM E1 World Championship combines several things I love – speed, intensity, being on the water, intense competition, and innovative leaders. I’m excited to join Rafael Nadal, Didier Drogba, and Sergio Perez, all great athletes with the same desire to compete at the highest level and work together to help make the boating industry more sustainable, create incredible events, and especially to WIN... My message to our competition: be prepared for second place because we are aiming for the top! LFG!!!”

Through his new role as team owner in the UIM E1 World Championship, Brady is looking to inspire future generations towards innovation and action for a sustainable future.

**Alejandro Agag, Co-Founder and Chairman of UIM E1 World Championship,** said: “It’s great to welcome Tom Brady to the UIM E1 World Championship. Tom is a winner and will bring his incredible spirit to our races. Alongside Rafael Nadal, Didier Drogba, Sergio Perez and other big names that we will announce soon, he will be fighting for victory at every race. To have a personality like Tom is a huge boost for the UIM E1 World Championship.”

**Rodi Basso, Co-Founder & CEO of UIM E1 World Championship,** said: “It is an incredible privilege to welcome a sporting legend to the UIM E1 World Championship. But for Tom Brady, it’s not just about his sporting legacy and success, he wants to leave a positive impact and inspire the next generation which resonates so much with our DNA at the UIM E1 World Championship. Tom is also super enthusiastic about the design, technology, and performance behind our RaceBirds. But as important as racing is our commitment to sustainability and social impact, and Tom is very passionate about the planned Acceleration Festivals at our races, which will showcase start ups and developments in the clean tech industries everywhere we go. Tom is so aligned with our principles and vision for sport and impact.”

The eagerly anticipated first season of the UIM E1 World Championship is scheduled to get underway in early 2024 in Jeddah, Saudi Arabia. In the coming months, championship organizers will continue to accelerate preparations for the inaugural season, with races set to take place in Venice, Monaco, and Rotterdam, with more venues due to be announced soon.

Tom Brady joins an illustrious line-up of team owners with four teams already announced, led by tennis legend Rafael Nadal, F1 icon Sergio Perez, former Chelsea soccer star Didier Drogba, and the Venice Racing team - and more will be unveiled in the coming weeks.



Stay tuned for more updates and announcements. To learn more about UIM E1 World Championship, visit our website at - [www.elseries.com](http://www.elseries.com)

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