

## MEDIA RELEASE

Bank Julius Baer & Co. Ltd.

### **Formula E car in the streets of Geneva – Julius Baer promotes sustainable technologies**

**Today, Bank Julius Baer, exclusive Global Partner of the new FIA Formula E Championship, and TAG Heuer, founding partner and official timekeeper of the world's first fully-electric racing series, have organised an extraordinary event in Geneva: a Formula E car drove through the city centre to the Mont Blanc bridge. The objective: to help make an ePrix event possible in Switzerland in the near future and thus promote sustainable technologies.**

Geneva, 1 March 2015 – The two Swiss sponsors of the FIA Formula E, Julius Baer and TAG Heuer, have organised an extraordinary event: a Formula E car drove through downtown Geneva, passing by the branch of Bank Julius Baer, the boutique of TAG Heuer and crossing the scenic Pont du Mont Blanc. The car was filmed for a video promoting the idea of a Swiss ePrix – among others showing former Formula 1 driver and current Formula E driver Nick Heidfeld as he leaves Julius Baer's local branch. He has lived in Switzerland for years and supports this initiative.

The objective of the new FIA Formula E Championship is to encourage sustainable mobility and promote the use of advanced emission-free electric vehicles, especially in cities. Switzerland as one of the most innovative economies is an ideal host for a race. But motorsport Grand Prix have been forbidden in Switzerland for decades. Now, after a historic decision in December 2014 by the Swiss Federal Council and the National Council to support a motion by National Councillor Fathi Derder, Switzerland can hopefully soon officially welcome professional motorsport circuit racing back to the country. The final political decision on this matter by the Council of States, the second chamber of the Swiss parliament, is expected for 16 March 2015. The new rule to be passed would make an exemption from the general ban of car races and allow electric races only.

Tying in with the Formula E activities, Julius Baer has now also become sponsor of the Academic Motorsport Association of the ETH Zurich, supporting their 'Formula Student' project which aims to make prospective engineers familiar with the technologies of electric mobility, and thus further driving innovation.

"For Julius Baer with its strong Swiss roots it is a very special endeavour to bring a Formula E race to Switzerland and we fully support the Formula E in its efforts. This is not only an exciting new chapter for the motorsport in Switzerland, but also a sign for the country's economy to advance the development of emission-free technologies. Our Bank decided to support Formula E from its birth as exclusive Global Partner to jointly work towards a more sustainable future," says Boris F.J. Collardi, Chief Executive Officer of Julius Baer.

Alejandro Agag, CEO of Formula E Holdings, comments: "We are proud to have two strong Swiss partners, Bank Julius Baer and TAG Heuer, on board from the very beginning, and are grateful that they assist us in the exciting challenge to bring a Formula E race to Switzerland. We hope this will happen sometime during the 2016/2017 season."

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The FIA Formula E Championship is committed to the promotion of sustainability and aims to drive the change towards an electric future of mobility. The popular success of the season's inaugural races in Beijing, Putrajaya, Punta del Este, Buenos Aires, and those coming soon in Miami, Los Angeles, Monaco, Berlin, Moscow and London, proves the championship's capacity to create a strong vision of emission-free transport. With the additional initiatives of FIA Formula E, the FE School Series and the integration of the 'Formula Student', they aim to inspire young people to embrace sustainable mobility and engineering.

## **Contact**

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## **About Julius Baer**

Julius Baer is the leading Swiss private banking group, with a focus on servicing and advising sophisticated private clients and a premium brand in global wealth management. Julius Baer's total client assets amounted to CHF 396 billion at the end of December 2014, including CHF 291 billion of assets under management. Bank Julius Baer & Co. Ltd., the renowned Swiss private bank which celebrates its 125th anniversary in 2015, is the principal operating company of Julius Baer Group Ltd., whose shares are listed on the SIX Swiss Exchange (ticker symbol: BAER) and are included in the Swiss Market Index (SMI), comprising the 20 largest and most liquid Swiss stocks.

Julius Baer employs a staff of over 5,000, including more than 1,000 relationship managers, and is present in over 25 countries and some 50 locations. Headquartered in Zurich, we have offices in key locations including Dubai, Frankfurt, Geneva, Hong Kong, London, Lugano, Monaco, Montevideo, Moscow, Singapore and Tokyo. Our client-centric approach, our objective advice based on a unique open product platform, our very strong financial base and our entrepreneurial management culture make us the international reference in private banking.

For more information visit our website at [www.juliusbaer.com](http://www.juliusbaer.com)

## **About FIA Formula E Championship**

Formula E is a new FIA championship featuring Formula cars powered exclusively by electric energy. It represents a vision for the future of the motor industry over the coming decades, serving as a framework for research and development around the electric vehicle, accelerating general interest in these cars and promoting sustainability. Commencing in September 2014, the championship competes in the heart of world's leading cities – including London, Beijing and Miami – racing around their iconic landmarks. For the inaugural season of 11 ePrix, 10 teams, each with two drivers, will go head-to-head creating a unique and exciting racing series designed to appeal to a new generation of motorsport fans. Operating as an 'open championship', the series gives car manufacturers and constructors the opportunity to showcase their electrical energy innovations in a racing environment, designing cars to the technical specifications set out by the FIA.

For more information visit the FIA Formula E website at [www.fiaformulae.com](http://www.fiaformulae.com)