



P R E S S R E L E A S E

ALUla strengthens global sporting presence with LeBron James and UIM E1 World Championship Presented by PIF

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- Team ALUla Championed by LeBron James will take part in the UIM E1 World Championship presented by PIF - the world's first all-electric race boat series
 - Title partnership centres around ALUla's ambition as a premier sports and adventure hub, its robust commitment to sustainability and community, and dedication to supporting high-profile international events
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AlUla, Saudi Arabia, 23 January 2025:

LeBron James is launching a new team in the UIM E1 World Championship presented by PIF and partnering with AlUla in the world's first all-electric raceboat Championship.

Named after the ancient oasis city in northwest Saudi Arabia, Team AlUla Championed by LeBron James will compete in the 2025 E1 season, beginning with the E1 Jeddah GP on 24-25 January, and will be piloted by talented racers Rusty Wyatt and Catie Munnings.

The partnership centres around AlUla's ambition as a premier sports and adventure hub, and its dedication to supporting high-profile competitions and sportspeople across the globe. Central to AlUla's development as a destination is the enrichment of its local community - a commitment that closely aligns with LeBron James' philanthropic efforts in his hometown of Akron, Ohio.

Moreover, the E1 all-electric race boat series comes in line with AlUla's commitment to sustainability and comprehensive regeneration, evident in the city's approach to holistic tourism, which manages visitor numbers, boosts environmental awareness, and engages the community in conservation.

Core to its strategy is the AlUla Sustainability Charter, which guarantees the preservation of the natural and historical integrity of the area amidst ongoing development. This commitment is highlighted by initiatives like designating 50% of AlUla as nature reserves and investing in eco-friendly infrastructure.

Rami AlMoallim, Vice President of Destination Management & Marketing at the Royal Commission for AlUla, said: "Our partnership with E1 and LeBron James marks a significant moment for AlUla, built on a shared commitment to conservation and community, spanning our desert landscapes to the world's seas. This collaboration highlights the deep interconnectedness of our environments and the power we all have to make a change. As a champion of regeneration and wildlife conservation, AlUla sees electric boat racing as an opportunity to redefine the future of sports and innovation and we are thrilled to be part of such a visionary partnership."

As a growing heritage luxury boutique destination, and home to Hegra, Saudi Arabia's first UNESCO World Heritage Site, AlUla has become known for blending history with innovation as it champions world-class home-grown sporting events such as Richard Mille AlUla Desert Polo, AlUla Trail Race, AlUla Tour and more.

Through AlUla's partnership, Team AlUla Championed by LeBron James will visit iconic host cities such as Doha, Monaco, and Miami, reinforcing its status as a premier global destination.

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Visit experiencealula.com to learn more.

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For further information, please contact:

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Multimedia gallery:

High resolution photos can be found [here](#).

About AlUla:

Located 1,100 km from Riyadh, in North-West Saudi Arabia, AlUla is a place of extraordinary natural and human heritage. The vast area, covering 22,561km², includes a lush oasis valley, towering sandstone mountains and ancient cultural heritage sites dating back thousands of years to when the Lihyan and Nabataean kingdoms reigned.

The most well-known and recognised site in AlUla is Hegra, Saudi Arabia's first UNESCO World Heritage Site. A 52-hectare ancient city, Hegra was the principal southern city of the Nabataean Kingdom and is comprised of 111 well-preserved tombs, many with elaborate facades cut out of the sandstone outcrops surrounding the walled urban settlement.

Current research also suggests Hegra was the most southern outpost of the Roman Empire after the Roman's conquered the Nabataeans in 106 CE.

In addition to Hegra, AlUla is also home to ancient Dadan, the capital of the Dadan and Lihyan Kingdoms and considered to be one of the most developed 1st millennium BCE cities of the Arabian Peninsula, and Jabal Ikma, an open-air library of hundreds of inscriptions and writings in many different languages, which has been recently listed on the UNESCO's memory of the World Register. Also AlUla Old Town Village, a labyrinth of more than 900 mudbrick homes developed from at least the 12th century, which has been selected as one of the World's Best Tourism Villages in 2022 by the UNWTO.

For more information, please visit: experiencealula.com

About the UIM E1 World Championship presented by PIF:

E1 is the world's first and only all-electric raceboat championship sanctioned by the Union Internationale Motonautique (UIM), the international governing body for powerboating activities. The UIM E1 World Championship presented by PIF was established to create a new, exciting and competitive on-water racing Championship using electric technologies to focus efforts on innovations that help protect and restore our urban waters and coastal areas.

The Championship sees teams featuring both a male and female pilot. Racing on the water in iconic cities around the world including Jeddah, Doha, Monaco, Lake Como and Miami, teams are owned by some of the biggest names on the planet. These already include Will Smith, Marc Anthony and Steve Aoki from the world of entertainment, Rafael Nadal, Tom Brady, Virat Kohli,

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Didier Drogba and LeBron James from the world of sport and Marcelo Claure from the world of business.

E1 pilots navigate tight and technical circuits behind the wheel of the electric RaceBirds. For the latest news and updates, follow us at @E1Series on [Facebook](#), [X](#) and [Instagram](#).

#ChampionsOfTheWater

<https://www.e1series.com/>

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