

## **Einhell and BMW i Motorsport agree early extension of Formula E partnership until 2022**

*Landau an der Isar, July 15th, 2020 – Einhell Germany AG and BMW i Motorsport have agreed to extend the cooperation that has been in place since the 2018/2019 season. Just before the resumption of the current season, it has been announced that the successful collaboration as official partners has been extended early and will continue into the 2021/2022 season. The commitment to Formula E is to be further intensified – with targeted expansion at international level. Alongside a joint TV spot, the partnership will also be promoted throughout the year with digital measures and – particularly at international level – with a range of local promotional activities at the different race events.*

### **Working together to make the future possible now**

Extending the partnership early demonstrates a clear commitment from both companies that the path they have set together in the forward-looking world of Formula E is the right one. With this, Einhell and BMW i Motorsport have laid down a marker that shows ahead of schedule that they want to further expand the already extremely successful cooperation and that they are planning to actively shape the future together.

*“We are convinced that we have found the perfect partner in BMW i Motorsport to stand by our side and help us develop and advance our focus topic of cordless technology based on rechargeable battery packs. The modern format of Formula E with races in incredibly exciting major cities all around the world offers the perfect platform for communicating this internationally as well. For this reason, it was a logical step for us to extend the partnership at this early stage, and we look forward to continuing to work side-by-side in partnership with BMW i Motorsport in the future,”* explains Andreas Kroiss, CEO of Einhell Germany AG.

BMW i Motorsport is also delighted that the partnership with Einhell is set to continue.

*“For us, it is fundamentally important that we can rely 100% on our partners. And this is exactly what it is like in our partnership with Einhell Germany AG. We share the same mindset, which is why we had no doubts about extending the cooperation agreement ahead of schedule. We are very happy to have Einhell by our side for the longer term until 2022 in the dynamically growing world of Formula E,”* adds Thorsten Mattig, Head of Brand Cooperations at BMW.

For more information, please visit us online:  
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BMW i Motorsport  
Official Main Partner



## PRESS RELEASE

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### **Impressive cordless power on display at BMW i Motorsport**

Einhell continues to focus on further developing the company's range of tools for the home and garden, which already includes over 170 units and is thus the biggest cordless platform of its kind – *Power X-Change*.

Alongside private house and garden owners, the mechanics at BMW i Andretti Motorsport are also extremely impressed with the freedom of cordless operation afforded by the rechargeable battery pack system from Einhell. In the process, the cordless devices from Einhell fully satisfy the exceptionally high quality and performance requirements of the Motorsport team in the race garage. Feedback from BMW i Motorsport has given Einhell valuable pointers for making continuous and lasting improvements to the quality of the cordless devices.

*"With the support of Einhell, we have introduced cordless tools in all our day-to-day work at the racetrack. One of the great things about the collaboration with Einhell is that we don't have to explain things to each other – because we have the same mindset. We are now using Einhell tools for the second season and know that we can rely 100% on the cordless devices in terms of performance and endurance. Thanks to the freedom of cordless operation, we are now able to work much more flexibly," explains Roger Griffiths, Team Principal of BMW i Andretti Motorsport.*

### **About Einhell Germany AG**

Einhell is a leading manufacturer of state-of-the-art tools and equipment for the house and garden. By continuously expanding our innovative rechargeable battery platform Power X-Change, we are now already the market leader in the area of cordless tools and garden equipment. We set new standards in terms of the endurance, performance and safety of our products and inspire our customers by offering excellent value for money, first-class customer service and the freedom of cordless operation for all their DIY projects.

For more information, please visit us online:  
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