



PRESS RELEASE

Adventurer and entrepreneur Albert Bosch becomes an 80 Day Race ambassador

80 Day Race welcomes Albert Bosch (48) as a new ambassador. The successful Spanish adventurer and entrepreneur has given his support to the event where participants circumnavigate the globe in 80 days fully sustainable. Bosch has an extensive track record in sustainability, business and extreme sports. He became world's first participant attempting to complete the Dakar Rally with a 100% electric vehicle in 2015.

Bosch started to develop an extensive professional career at the age of 26, founding or participating in various business projects, either alone or with partners or groups of investors who have accompanied him. In recent years his professional activity under the brand name INVERGROUP is basically focused on business and investment in the field of Energy and Environment projects; understanding that profitability should always be a priority combined with the ability and commitment to generate environmental benefits.

In terms of sports and adventure; Bosch took part in the Dakar Rally for 9 times on a motorbike, with a car, a buggy and most recently with a purpose built 100% electric vehicle. Bosch also completed the project "7 summits" consisting of climbing the highest peaks on each continent (2006-2010), reaching Mt. Everest in 2010, and has run more than 100 races in different disciplines of extreme sports. He was the first Spaniard who reached the South Pole from the coast, without external power or assistance and going alone for 98% of travel.

80 Day Race is based on the novel of Jules Verne. It is a race around the world where any means of transport is allowed, as long as it does not run on fossil fuels or contains a combustion engine. The race starts in Europe and consists of 8 legs. Stopovers will be organised in major cities where a public programme including qualifying events as well as tradeshows will take place.

Albert Bosch, adventurer & entrepreneur: "We have to make our dreams come true. We need big challenges in life. But we also have to be responsible in all our actions, because they always have an impact in our society and our planet. Therefore, we must decide each time if we want to be part of the problem or part of the solution. 80 Day Race is a great dream and a huge challenge to live. The way of doing it and its purpose is part of the solution for the future of our world."

Frank Manders, co-founder and General Director at 80 Day Race: "Albert Bosch has proven time and time again that he is capable of successfully tackling great challenges. The 2015 Dakar Rally a challenge? Lets push the boundaries even further by participating in this gruesome Dakar Rally with a fully electric, sustainable vehicle. The hallmarks of a true pioneer and adventurer. We are proud to have him onboard."

Other ambassadors who have committed to 80 Day Race are: *Hubert Auriol* (Three time Dakar Rally winner and former race director), *Michael, Sebastiaan & Jeroen Bleekemolen* (entrepreneurs and racing drivers) *Tim Coronel* (Dutch racing driver with electric



aspirations), *Jan Lammers* (former F1 driver and Le Mans 24 hours winner), *Erik Lindbergh* (electric aviation pioneer), *Robert Llewellyn* (British actor and e-mobility specialist), *Louis Palmer* (sustainability specialist), *Claudio von Planta* (award winning film director) en *Maarten Steinbuch* (Professor at Eindhoven University of Technology).

ENDS

Note to editors:

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