



## MAISON MUMM IS PROUD TO ACCOMPANY THE FORMULA E WORLD FIRST ON ARCTIC ICE CAP

Paris – September 14, 2016 – As the official champagne partner of the FIA Formula E Championship, Maison Mumm supported the world's first fully-electric racing series breaking new ground by running its car on the Arctic ice cap.

Throughout its history, Maison Mumm has always pushed the limits in the pursuit of victory through dedication and commitment, a passion for innovation and a constant quest for excellence. Formula E represents a vision for the future of the motor industry, serves as a framework for R&D around the electric vehicle, and promotes clean energy and sustainability.

The record was celebrated with the new Mumm cuvée, Mumm Grand Cordon, that echoes the ambition of Formula E to promote clean energy and sustainability as the bottle is produced using 100% recycled glass.

**Louis de Fautereau, Brand Director of Maison Mumm, comments:** “We are extremely excited by this world's first which captures the avant-garde spirit of Mumm. Together with Formula E, Maison Mumm is committed – as it has always been – to driving the future.”

To watch the video, click here: <https://www.youtube.com/watch?v=2UMfQ3KpPjw>





## ABOUT MAISON MUMM

Mumm is part of Martell Mumm Perrier-Jouët, the prestigious cognac and champagne business of Pernod Ricard, world n°2 in Spirits & Wines. With its distinguished heritage dating back to 1827, Mumm is the leading international champagne house in France and third worldwide\*.

\*IWSR 2015

## ABOUT FORMULA E

The FIA Formula E Championship is the world's first fully-electric single-seater racing series, competing on the streets in the backdrop of some of the most iconic cities - including Hong Kong, Marrakesh, Buenos Aires, Monaco, Paris, Montreal and New York. The championship represents a vision for the future of the motor industry, serving as a platform to showcase the latest innovations in electric vehicle technology and alternative energy solutions. Future seasons will see the regulations open up further allowing manufacturers to focus on the development of motor and battery components, which in turn will filter down to everyday contemporary electric road vehicles.

The 2016/17 FIA Formula E Championship sees 10 teams and 20 drivers go wheel-to-wheel in 12 cities spanning five continents in the fight to be crowned Formula E champion. The inaugural season of Formula E sparked into life in September 2014 around the grounds of the Olympic Park in Beijing. The third season of the all-electric racing series gets underway on October 9 in Hong Kong, with the season finale double-header in New York on July 29 & 30.

Website: [mumm.com](http://mumm.com)

Facebook: [facebook.com/champagne.mumm](https://facebook.com/champagne.mumm)

Please visit the Maison Mumm Press Room: [digitalpressroom.mumm.com](http://digitalpressroom.mumm.com)

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## MEDIA ENQUIRIES

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