



MAISON MUMM ANNOUNCES AN AMBITIOUS NEW PARTNERSHIP WITH FORMULA E DRIVERS NELSON PIQUET JR AND LUCAS DI GRASSI.

AS THE OFFICIAL CHAMPAGNE PARTNER OF FORMULA E RACING, MAISON MUMM HAS CONFIRMED ITS STATUS AS AN INNOVATIVE ICON OF VICTORY. TODAY, IT TAKES THAT ASSOCIATION ONE STEP FURTHER WITH A BRAND NEW PARTNERSHIP DEAL WITH TWO OF THE COMPETITION'S LEADING DRIVERS: NELSON PIQUET JR AND LUCAS DI GRASSI.

Maison Mumm has been a proud partner of Formula E ever since the competition's 2015/2016 Season. The world's first all-electric racing series is often hailed as the future of motorsport. As such, it's a perfect fit for Mumm's avant-garde spirit and passion for innovation. Mumm's presence on the Formula E podium embodies its ongoing commitment to high-energy sporting events and pioneers who push back the boundaries, while underlining its status as an established icon of victory.



Active from the Buenos Aires ePrix on February 18 through to the season's final race in Montreal on July 30, this new partnership with Nelson Piquet Jr and Lucas di Grassi will establish both drivers as Mumm ambassadors and prominent friends of the brand. The agreement - to be relayed in the international press and on social media - will include video feeds, exclusive lifestyle content, signed bottles and personal objects donated for charity purposes. In addition, special interviews, photo sessions and private garage tours will be organized at the season's prestigious New York and Monaco events.

With a total of six Formula E race victories under their belts, Nelson Piquet Jr, Formula E's first ever series champion, and Lucas di Grassi are icons of this groundbreaking new chapter in the history of motorsport - and perfect representatives for Maison Mumm! Mumm has always accompanied pioneers who defy danger to achieve first place. Ever since Jean-Baptiste Charcot's French Antarctic expedition in 1904, the Mumm bottle has been synonymous with daring achievements. Today, this new partnership cements its reputation as the ultimate expression of victory.

LUCAS DI GRASSI

The first driver in motor-racing history to win a race in an all-electric car, Lucas di Grassi was born in Sao Paolo in 1984. After a spell in Formula 3, he shifted to GP2, where he obtained six podium finishes in 2008. A driver for Audi at the FIA World Endurance Championship in 2012, he became an official test driver for Formula E the same year. Following on from his historic victory at the Beijing ePrix in 2014, he is this season's Long Beach ePrix winner.

NELSON PIQUET JR

The youngest-ever winner of Britain's prestigious Formula 3 championship, Nelson developed a passion for racing as a child alongside his father, three times the Formula 1 world champion. After winning his British title, he raced in the GP2 series, where he was the series Vice-Champion in 2006, before moving up to Formula 1 and running his first season for the Renault team in 2008. Over the last couple of years, Nelson has become a leading figure in Formula E, achieving his first victory at the Long Beach ePrix in 2014. He was also Formula E's first ever series champion, taking the title at the end of the first season in London on 28 June 2015



ABOUT MAISON MUMM

Mumm is part of Martell Mumm Perrier-Jouët, the prestigious cognac and champagne business of Pernod Ricard, the world's n°2 in wines and spirits . With its distinguished heritage dating back to 1827, Mumm is the leading international champagne House in France and third worldwide*. Mumm Grand Cordon pays tribute to the iconic red sash – indented in the glass as part of a whole series of innovations., The revolutionary bottle is the perfect embodiment of the spirit of the House associated with audacious challenges and ground-breaking endeavors.

* IWSR 2015

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