

AUTOMOTIVE

Luxury automakers gear up for London E-Prix return

July 20, 2021



Jaguar Racing Drivers, Mitch Evans and Sam Bird, are set to participate in the highly-anticipated 2021 London E-Prix. Image credit: Jaguar

By KATIE TAMOLA

With the London E-Prix returning after five years, luxury automakers including Jaguar are using the event to further engage with consumers and motorsport fans.

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The 2021 Heineken London E-Prix, an all-electric street race around the city's Royal Docks and ExCeL London exhibition center, will begin on July 23. With a new circuit fostering excitement among racing enthusiasts, brands are highlighting their presences at the upcoming event.

"The return to London with a new circuit, is likely highly anticipated among local racing enthusiasts who have waited five years for the event to return," said Julie Blackley, communications manager at [iSeeCars](#), Boston. "Jaguar has a storied racing history, and its partnership with race car drivers like Mitch Evans help reinforce Jaguar's performance capabilities."

Main event

As organizers prepare for the London E-Prix to return to the city after a five-year hiatus, luxury automakers are making their presences known. The event holds the 14th and 15th rounds of this year's Formula E season.

In anticipation, British automaker Jaguar tweeted its "A Day Out in London with Mitch Evans" vignette, garnering excitement for the upcoming race.

London's Calling

The countdown is on to the [@FIAFormulaE #LondonEPrix](#) - the first time [@JaguarRacing](#) will have competed in the UK in over 17 years! Join [@MitchEvans_](#) in the New [#Jaguar #EPACE #PHEV](#) as he explores the capital in full EV mode [#JaguarElectrifies](#)
pic.twitter.com/8qd7vhzumT

Jaguar (@Jaguar) July 19, 2021

In the artfully short film, Mr. Evans drives a Jaguar E-Pace around London, searching for coffee, taking in the sights and answering a call from fellow driver Sam Bird. Viewers catch closeups of the vehicle's sleek interior as Mr. Evans explains he's driving all across London in the vehicle's EV mode, producing zero emissions.

The vignette, featuring the two Jaguar drivers competing in this year's event, is an endearing and uplifting vehicle for revving consumer excitement for the upcoming race.

Meanwhile, German automaker Mercedes-Benz is encouraging fans to participate in a Mercedes-EQ Run challenge to earn an exclusive discount to the team shop.

German automaker Audi, one of the longest-standing participants in London E-Prix history, is returning to the race with drivers Lucas di Grassi and Ren Rast.

RACE WEEK: [@FIAFormulaE](#) London E-Prix on July 24 and 25.

The ExCeL circuit is the first Formula E track that runs partially indoors, located inside [@ExCeLLondon](#).

>> <https://t.co/ktQ0jleme7#FutureIsAnAttitude #ABBFormulaE #FormulaE #LondonEPrix #etron #ChangeAccelerated pic.twitter.com/tNhDKceHQP>

Audi Sport (@audisport) July 19, 2021

"We have already experienced many emotional moments in our Formula E history in London," Mr. di Grassi said in a statement. "The headquarters of the series is based here, as is the case for many teams and drivers.

"You could say that Formula E is coming home," he said.

Race for greatness

Competitive racing is deeply woven into the ethos of several luxury car brands. To celebrate racing heritages, several automakers have released series welcoming consumers into the exhilarative, competitive world.

In February, British automaker Aston Martin reflected on its rich racing history in a new short film ahead of its return to the Formula 1 stage.

Marek Reichman, chief creative officer at Aston Martin, offered snapshots of the brand's roots in racing spanning from the company's creation in 1913. Aston Martin has a rich racing history, having competed against other notable automakers including Ferrari and Porsche in exciting races as far back as 1959 ([see story](#)).

Brands like Jaguar have crafted comical, intimate video series to foster excitement and support for its drivers.

Last month, Jaguar shone a light on its more exuberant and youthful side with a new interview series.

Named for the five lights at the start sequence of a race, "All 5 Lights" put the spotlight on members of Jaguar's Formula E drivers. The first episode puts teammates Mitch Evans and Sam Bird in interview mode, with the pair fostering their comical rapport and sharing random tidbits about each other ([see story](#)).

When races like the London E-Prix are won, an automaker's offerings, as well as its drivers and talents, charge into the spotlight.

"When an auto brand wins a race, it gives the car a competitive advantage among performance-oriented consumers," Ms. Blackley said. "Racing is also important in the automotive industry because it helps with vehicle testing as automakers often test experimental technology in races.

"It also helps with visibility and sponsorship and participation helps further generate brand awareness," she said.