



## SAUDIA ENCOURAGES RACE FANS WORLDWIDE TO TAKE THEIR SEAT FOR THE START OF THE ABB FIA FORMULA E WORLD CHAMPIONSHIP

News / Airlines



The world's first all-electric motorsport series, the ABB FIA Formula E World Championship, is set to return to the Kingdom of Saudi Arabia later this month for the start of its eighth season and, as the Official Airline Partner of the all-electric street racing series, Saudia is launching a new campaign to connect fans around with world with the sport they love. The Take Your Seat campaign features exciting new Formula E content, the chance to win the ultimate international race hospitality experience, and the opportunity to redeem new loyalty benefits and better rates for travel to Championship races in iconic world cities with Saudia and its SkyTeam Airline Alliance.

**The new campaign is intended to bring Saudia's partnership with Formula E to life by providing a platform for fans to enjoy shared experiences both at races and at home. A new digital hub for the partnership has been launched at <https://takeyourseat.saudia.com> where fans can purchase tickets to the race and download a stunning augmented reality application exploring this season's Formula E racing cars in 3D, enter a competition to win a VIP trip to an E-Prix of their choice, and have the chance to sign up to the Saudia loyalty program ALFURSAN to receive up to 5000 reward miles.**

Saudia Group Chief Marketing Officer, Khaled Tash is excited for the launch of a new chapter of Saudia's ten-year partnership with Formula E:

"Season 8 marks a new milestone for our landmark partnership with Formula E, and with the world starting to open up, this new campaign allows Saudia to provide the best support for race fans – namely to connect them physically and virtually with this thrilling race series. Take Your Seat represents our biggest commitment yet to this partnership, and most importantly it will provide fans with incredible new experiences and exclusive access to the sport they love, creating memories to last a lifetime."

Saudia's mission is to help bring the world closer together, and within its partnership with Formula E it is seeking to better connect fans in the Kingdom and around the globe with the sport they love. In 2022 Saudia and its SkyTeam Alliance will be serving all of the host cities on the Formula E race calendar, providing the best way for fans to travel to iconic host cities including Rome, Berlin, New York, London, Jakarta and Seoul to watch the incredible city-centre street racing experience.

For rounds one and two of the ABB FIA Formula E World Championship in Diriyah, Saudia is connecting fans with the Kingdom's capital city Riyadh from over 72 domestic and international destinations. Event organisers are anticipating thousands of fans set to visit the capital for the E-Prix on 28 & 29 January where they will be able to discover the richness and variety of sites and destinations on offer for visitors to Saudi Arabia, and the chance to experience its unique and historic culture. Explore Riyadh and the surrounding areas in Diriyah with 100+ unique packages and offers with Saudia Holidays.

For fans attending the Diriyah E-Prix, Saudia will also be unveiling a stunning, interactive fan experience located in the E-Village, open to all race goers. The Saudia Discover-E Zone features Formula E racing car simulators, a flight simulator in partnership with Boeing, and other interactive experiences allowing you to discover the sport and world like never before. The E-Zone forms part of the airline's commitment to creating new opportunities and experiences for the people of Saudi Arabia.

Formula E CEO Jamie Reigle is excited for the Championship's return to the Kingdom and the iconic Diriyah street circuit:

"It is always a huge thrill to return to racing, and Diriyah has become our traditional starting line for the season. It is a fantastic destination for race fans to visit with an exciting adrenalin-fuelled circuit around the walls of the UNESCO World Heritage Site. And best of all, we love the passionate support from the Saudi fans. Our partnership with Saudia is central to the success of Formula E in the Kingdom and reflective of the international nature of the Championship, and it is exciting to see this new Take Your Seat campaign come to fruition, offering fans around the world another way to connect with the sport physically and virtually."

For more information about Saudia's partnership with Formula E, and to book flights with Saudia

and its SkyTeam Airline Alliance partners to any race on the 2022 calendar visit [takeyourseat.saudia.com](https://takeyourseat.saudia.com).

17 JANUARY 2022

**ARTICLE LINK:**

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