



OFFICIAL CLEAN AIR PROVIDER

Nov 23, 2017 11:34 UTC

## Blueair and Formula E Racing Hong Kong Team Up at FIA Formula E HKT Hong Kong E-Prix

*Blueair "Official Clean Air Provider" at HKT Hong Kong E-Prix on 2-3 December*

**HONG KONG, 23 November 2017** – Blueair, a world leader in air purification solutions, has announced a partnership with Formula E Racing (Hong Kong) Ltd, the organizer of the FIA Formula E HKT Hong Kong E-Prix. Swedish Blueair will be the 'Official Clean Air Provider' at the HKT Hong Kong E-Prix, which takes place on 2-3 December at Hong Kong's iconic Central Harbour front circuit.

Known for its commitment in creating innovative best-in-class, sustainably designed air purification solutions for homes and offices, Blueair has recently ventured into in-cabin solutions designed to improve the health and well-being of people on the go.

Daniel Hagstrom, CEO Blueair Cabin Air, said:

“Sustainability is at the heart of everything we do at Blueair. Our products are designed to help people live a healthier life and we have a long-standing commitment to raise awareness of the prevalence and dangers of air pollution. The Hong Kong E-Prix’s vision is very much aligned with that of Blueair. As a result, we are happy to partner with Formula E and we very much look forward to ensuring a clean air environment at the race”.



Thanks to its patented technology, Hepa Silent™, which removes 99.97% of all airborne particles down to 0.1 micron, Blueair can ensure a clean air zone at the HKT Hong Kong E-Prix Corporate Hospitality Suites, EMOTION Club.

Formula E is a ground-breaking international urban street racing championship with 14 races across 11 major cities around the globe including Hong Kong, New York, London and Paris. With vehicles that are powered by a zero emission and 100% renewable glycerine fuel speeding around the 1.86km circuit right, the two-day spectacle is a tangible showcase of sustainable mobility - transportation with minimal environmental and territorial impact, and strong social benefits.

Visitors at the HKT Hong Kong E-Prix will be able to learn about clean air

technologies and the adoption of electric mobility through enhancing technologies, infrastructure, and changing perceptions to make clean transportation solutions a global reality at the Allianz E-Village at Lung Wo Road and Tamar Park.

Alan Fang, CEO of Formula E Racing (Hong Kong) Ltd, commented:

“The partnership with Blueair is an exciting one for us. With Blueair’s reputation as a top-notch innovator in the clean air solutions industry, their support of the HKT Hong Kong E-Prix once again proves our event is credible platform for discussions, best practice sharing, and creating awareness for environmental sustainability and putting Hong Kong at the forefront of innovation early adaption.”

The 2017 Hong Kong E-Prix is an accredited event celebrating the 20th Anniversary of the establishment of the Hong Kong Special Administrative Region (HKSAR). The HKSAR Government and Hong Kong Tourism Commission fully support the 2017 Hong Kong E-Prix.

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Blueair is a world leading producer of air purification solutions for home and professional use. Founded in Sweden, Blueair delivers innovative, best-in-class, energy efficient products and services sold in over 60 countries around the world. Blueair is part of the Unilever family of brands.

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