



The R&A
International Golf
Conference 2023

GOLF'S **GOLDEN** OPPORTUNITY

Ali Russell – Chief Marketing Officer, Extreme E

R&A



Extreme E - Video



“ Every s i n g l e o n e
o f u s h a s t h e
p o w e r t o m a k e a
d i f f e r e n c e , a n d i t
m e a n s s o m u c h t o
m e t h a t I c a n u s e
m y l o v e o f r a c i n g ,
t o g e t h e r w i t h
m y l o v e f o r o u r
p l a n e t , t o h a v e a
p o s i t i v e i m p a c t ”

Lewis Hamilton

Team X44

