



Monster Energy Signs Sponsorship Deal with UIM Class 1 Promoter Powerboat P1

Powerboat P1, the international marine motorsports promoter, and energy drink Monster Energy have announced a major powerboat racing sponsorship. The exclusive, multi-year agreement sees Monster Energy become the Official Energy Drink of the UIM Class 1 World Championship. Monster Energy will also be the title sponsor of the M CON Racing Team in this season's Class racing series.



Powerboat P1 promotes and organizes UIM Class 1 racing, regarded as the pinnacle of offshore powerboat racing, and the race calendar for the coming season sees the UIM Class 1 World Championship heading to Wisconsin for the first time and returning to favorite locations in Florida and Indiana. A fleet of eight Class 1 boats representing Australia, Sweden, Norway and the United States will compete in the six-venue Championship, which kicks off at Cocoa Beach on Florida's Space Coast next month. Powerboat P1 will film and distribute the Class 1 action through its national and international TV broadcast agreements.

"Motorsports are a major part of what Monster Energy is all about and we support racers and motor racing the world over," said Monster Energy Vice President of Motorsports Dave Gowland. "After forming an alliance with the Monster Energy M CON Racing Team in the Class 1 World Championship, we are now absolutely enthused to announce the relationship between Powerboat P1, RWO and Monster Energy for the 2023 race season. As part of the new, multi-year relationship, Monster Energy will be known as the Official Energy Drink of the APBA National Championship, the UIM Class 1 World Championship and the P1 AquaX National Championship for personal watercraft riders. Racing and the spirit of competition is what Monster Energy is about and we're thrilled to go racing and be with the enthusiastic fans on the shorelines this summer with Powerboat P1. Bring on Marathon!"

"Monster Energy invests in an array of international sports and properties, and their decision to sponsor our range of marine motorsports is testament to the growth of our business over the last twenty years, with strategic partnerships and television coverage playing key roles," commented Powerboat P1 CEO Azam Rangoonwala. "They pride themselves on being 'all-action' and love racing, power and larger than life opportunities, and our high-energy, lifestyle events will provide the brand with a platform to get in front of people and interact with fans."

Notes to editors:

For further information on UIM or to request interviews, please contact: uim@uim.sport - +377 92 05 25 22

About the Union Internationale Motonautique. The UIM is the world governing body for all Powerboating activities. It is fully recognized by the International Olympic Committee (IOC), and it is a member of the Association of the IOC Recognized International Sports Federations (ARISF), for which UIM President, Dr. Raffaele Chiulli also serves as President (ARISF). The UIM has 64 affiliated National Federations. Circuit, Offshore, Pleasure Navigation, Aquabike and MotoSurf are the main disciplines. The UIM has signed a Cooperation Agreement with the United Nations Environment Program (UNEP) to further its range of environmental initiatives, share expertise and work together for "greening" the Sport.