

FIA EXTREME H

The FIA Extreme H World Cup, launched in 2025, is the world's first hydrogen-powered motorsport, utilising cutting-edge fuel cell technology to demonstrate the viability and potential of hydrogen as a zero-emission mobility solution.



About The Federation

- The World Cup, which is an evolution of the Extreme E series, sets a new benchmark for innovation in the automotive industry and racing sector, underlining motorsport's vital role as a testbed for clean energy solutions.
- Extreme H is committed to driving gender parity in motorsport, with all teams featuring an equal number of male and female drivers.
- Race sites are powered by an award-winning hydrogen-fuel cell system, bringing together local leaders in clean energy production to collaborate and test their technologies in real-world, high-performance conditions.

[Click Here to Schedule an Expression of Interest Call](#)

HOST FEE DIAGRAM CATEGORISATION

Category 1:
€0 - €50,000

Category 2:
€50,000 - €250,000

Category 3:
€250,000 - €500,000

Category 4:
€500,000+

LINKS



FIA Extreme H World Cup

Category 4:
€500,000+

About The Property

- A bold, pioneering step forward pushing cutting-edge hydrogen technology to its limits in a competitive racing environment
- 8 globally-recognisable teams from the world of motorsport
- Launched in 2025 with a five-year hosting deal for baseline event with Qiddiya City & Saudi Arabia.
- Each event includes time-trial, head-to-head and multi-car disciplines, culminating in a thrilling 8-car final

Headline Requirements

- Mix of cash fee plus VIK contribution
- Provision of venue for racecourse, event operations and event village
- 3km course for multi-lane racing
- Provision of required licenses and permits
- 2-3 week build time before the event

Host City Benefits

- Racing can take place on all terrains, not just a purpose built race track
- Potential to host concurrent Summits, female empowerment activations, school programmes and environmental restoration activities
- Live coverage, highlights, influencer marketing and short-form content delivered by Extreme H
- 180+ total broadcast partners and 187 mil. social media impressions
- Engage with 140m global fans
- €28m global advertising value
- €18.5m economic impact
- Up to 10,000 spectators

