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**Cc:** dsvr\_nyc\_summit@ds-virginracing.com[dsvr\_nyc\_summit@ds-virginracing.com]  
**From:** DS Virgin Racing  
**Sent:** Fri 6/2/2017 2:31:29 PM  
**Subject:** INVITE: Sir Richard Branson and DS Virgin Racing Innovation Summit in New York  
[image.png](#)  
[DS Virgin Racing NYC Innovation Summit Invite.pdf](#)

Dear Scott,

On behalf of Sir Richard Branson and DS Virgin Racing, I'm honored to invite you to the exclusive 2017 US Innovation Summit on July 14th, in advance of the inaugural New York ePrix.

Held at New Lab, an independent, interdisciplinary space designed to support advancement in emerging technologies, the Summit will feature a panel discussion and addresses by Sir Richard Branson, Rocky Mountain Institute, DS Virgin Racing's Team Principal, the Chief Sustainability Officer at Hewlett Packard Enterprise, and other surprise guests!

**Date:** Friday July 14, 2017  
**Time:** 1:30pm - 4:30pm  
**Location:** Brooklyn Navy Yard Building 128, New Lab  
**RSVP:** [DSVR\\_NYC\\_Summit@ds-virginracing.com](mailto:DSVR_NYC_Summit@ds-virginracing.com)

The Innovation Summit is an integral component in the Virgin Group & DS Virgin Racing's drive for awareness, engagement, and action in relation to Future Mobility & Sustainability and we would love to have you join us! Please find further details below.

Hope you can make it!

My best,  
Sasha

# NEW YORK ePRIX DS VIRGIN RACING INNOVATION SUMMIT

DS AUTOMOBILES

RACING

On behalf of Sir Richard Branson and DS Virgin Racing, we would like to invite you to join us at our exclusive Innovation Summit on Friday, July 14, in advance of the inaugural New York ePrix.

This invitation-only event will take place at the state of the art New Lab facility in Brooklyn from 1.30pm to 4.30pm, the highlight being a panel discussion with Sir Richard Branson and other industry leaders discussing 'THE ROLE OF THE BUSINESS SECTOR IN ADDRESSING CLIMATE CHANGE'.

As well as the panel discussion, our Innovation Summit will also feature addresses by the Rocky Mountain Institute, DS Virgin Racing's Team Principal and the Chief Sustainability Officer from Hewlett Packard Enterprise, as well as one or two other surprise guests.

Our Innovation Summits are an integral part of how the Virgin Group & DS Virgin Racing seek to drive awareness, engagement and action in relation to Future Mobility & Sustainability. Competing in Formula E gives us a powerful opportunity to advance this agenda in the world's megacities and we're proud to share this with you in Brooklyn.

New Lab is an independent, interdisciplinary space designed to support advancement in emerging technologies, and a pioneering resource for new tech, new hardware, and new manufacturing in New York City. Located in historic Brooklyn Navy Yard Building 128, New Lab, which launched in September 2016, provides the tools and community that unite and support over 500 hardware-centric innovators, representing 100 companies in a variety of fields-including robotics, A.I., connected devices, urban technology, and energy-and fosters collaboration and advancement across disciplines. We hope you will be able to join us for this exclusive opportunity.

Regards,



Alex Tai  
DS Virgin Racing Team Principal

#### Panelists

Sir Richard Branson: Founder - Virgin Group  
Andrew N. Liveris: Chairman & CEO - The Dow Chemical Company  
Mr Ball Padda: CEO - The Lego Group  
Terry Tamminen: CEO - Leonardo Di Caprio Foundation  
Dr Jennifer Holmgren: CEO - LanzaTech

Other speakers TBC including:

Lara Birkes - Chief Sustainability Officer - Hewlett Packard Enterprise

Please RSVP to [DSVR\\_NYC\\_Summit@ds-virginracing.com](mailto:DSVR_NYC_Summit@ds-virginracing.com)



Find out more about DS Virgin Racing

Find out more about New Lab

