



# THE EXPLORER PROGRAM IN DETAIL



## Exploring Formula E

Championship - the world's first fully-electric single-seater race series. A partner for the next five seasons, Allianz's belief in the future of the race series and the future of mobility also extends to direct investment into the race.

The Allianz E-Village is a fan area that provides entertainment for the whole family. All partners of Formula E build a range of displays and activities ranging from the latest electric and hybrid cars to racing simulators and brand experiences. It's a place to follow the E-prix action on the big stage and a place to meet and greet the drivers pre and post race. Showcasing Allianz' passion for innovation via interactive activations at the ePrix, the Allianz Explorer Zone uses new concepts and futuristic technologies for fan engagement and truly exceptional moments with the brand.

In Hong Kong, Allianz is offering a 3-D photo challenge as a visual journey through the future of mobility and invites visitors to virtually visit the hotspots of the city where the future of mobility is already becoming a reality realiy.

## The Explorer Hub Micro-Conferences

Partnering with WIRED, a truly prolific group of people, moderated by the legendary Per Håkansson, TED-speaker, digital transformist and true digital nomad and including some of Hong Kong's most outstanding innovators, researchers, business leaders, soul searchers and brilliant minds will discuss the combined impact of different disruptive technologies that will drive sustainable change on urban space. Professional and personal views mingle to create a truly human perspective of what it will take to succeed in Hong Kong. The conference will also include the worldwide premiere of "Moving forward", a feature length documentary on the future of mobility, co created with VICE Media.

Open to the public through pre-registration, interested parties can join Allianz on December 2, 2017 at the naked Hub @ Bonham Strand (7/F, 40 Bonham Strand, Sheung Wan, Hong Kong).



## Allianz Explorer Stories

The global insurer encourages people to provide their personal stories on video challenges posed. Starting with the challenge "hacking the daily commute", people can participate with their personal 60 second videos simply by sharing it with #ExploreWithUs or uploading it on explore.allianz.com/commute. Selected videos will be promoted globally to boost the individual explorations.