



## KKT ORTHOPEDIC SPINE CENTER SIGNS PARTNERSHIP WITH DIRIYAH E-PRIX

MONDAY 22<sup>ND</sup> FEBRUARY, 2021

KKT ORTHOPEDIC SPINE CENTER WILL ONCE AGAIN JOIN THE DIRIYAH E-PRIX 2021 AS AN OFFICIAL LOCAL PARTNER IN A PARTNERSHIP THAT WILL SEE ACTIVE INVOLVEMENT ACROSS THE SEASON OPENING, DOUBLE-HEADER RACE EVENT.

The ABB FIA Formula E World Championship will begin its seventh season in spectacular style on the floodlit streets of Diriyah on February 26 – 27 as the revolutionary all-electric motorsport series hosts its first ever night races.

The Diriyah E-Prix is the first major motorsport event that KKT has partnered with which marks a significant moment for the organisation and a fantastic local endorsement for the importance of international events in the Kingdom of Saudi Arabia.

As part of the partnership, KKT branding will feature prominently on the race circuit and across Diriyah E-Prix communications.

As the ABB FIA Formula E World Championship enters into the third year of its 10-year agreement with the Ministry of Sport and Saudi Automobile and Motorcycle Federation, the event will once again set the standard for large scale events in the Kingdom with the ultimate goal of contributing to Vision 2030 and the future of Saudi Arabia.

Samer Al Shaikh, KKT CEO said: “For the past two seasons, we have witnessed Formula E and the event of the Diriyah E-Prix grow in popularity in the Kingdom and we are excited to be associated with such a large-scale international event. For a racing driver, there are a lot of strains put on their body, and back issues can be quite common due to their seated position within the cars and the huge amounts of accelerative forces they endure during a race.



At KKT Orthopedic Spine Center, we understand the importance of spinal health to a racing driver and we specialise in treating back and neck pain using exclusive sound waves technology. We hope that our partnership with the Diriyah E-Prix and the platform that it will provide for us will help to shine a light on the importance of spinal health for our future patients.”

The addition of KKT to the roster of Local Partners of the Diriyah E-Prix further reinforces the prominence of the event within the Kingdom and the goal of growing the motorsport fanbase to a wider local audience.

Diriyah E-Prix promoter and CBX founder Carlo Boutagy said: “We are thrilled that KKT has decided to join the Diriyah E-Prix and are confident that they will gain much from this partnership. We have seen a significant increase in interest from domestic businesses wanting to be part of our great event which truly cements our status as one of the key annual events in Saudi Arabia.”

“Along with the Ministry of Sport and the Saudi Automobile and Motorcycle Federation, we are proud that the Diriyah E-Prix is heralded as a key example of the Kingdom of Saudi Arabia being well on its way to achieving the goals set out by the Crown Prince, His Royal Highness Prince Mohammed bin Salman bin Abdulaziz Al Saud for Vision 2030.”

Formula E Chief Championship Officer and Co-Founder, Alberto Longo, added: “Since the inception of the ABB FIA Formula E World Championship, our goal has been to shine a light on sustainability through the creation of environmentally friendly yet thrilling motorsport events, and our continued presence in Saudi Arabia has allowed us to create a platform to support the Kingdom in their own goals for Vision 2030. We are thrilled that our event attracts a wide range of local businesses, such as KKT who wish to be associated with Formula E in the Kingdom.”

It is advised to follow the Diriyah E-Prix, SAMF and Ministry of Sport social media channels for the latest news and timetable information.

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## ABOUT CBX

CBX is a dynamic global sports promoter, events production house, commercial consultancy, sponsorship management and marketing business. For over a decade, CBX has been at the forefront of developing and delivering motorsport experiences and other high value properties away from the track. In 2018, CBX was announced as the exclusive promoter of the FIA ABB Formula E World Championship in the Middle East which became a watershed moment for the Kingdom of Saudi Arabia, opening its doors to global tourists which led to the country’s first international concert. CBX is fast becoming a thought leader in the business of motorsport and large-scale live events in the Middle East. For further information about CBX, please visit <http://www.cbx.mc>

## ABOUT THE DIRIYAH E-PRIX

The Diriyah E-Prix was inaugurated by the Crown Prince, His Royal Highness Prince Mohammed bin Salman bin Abdulaziz Al Saud, in December 2018, as the opening event of Season 5 of the FIA Formula E World Championship.

In the two years since its inception the Diriyah E-Prix has delivered a number of ‘firsts’ for the Kingdom, including being the first sporting event that opened the country to international guests and the first motorsport event to invite both male and female drivers to participate in a rookie test.



The 2021 Diriyah E-Prix will play host to the first ever night race for the ABB FIA Formula E World Championship.

For further information about Formula E and the 2021 season, please visit [www.fiaformulae.com](http://www.fiaformulae.com)

## ABOUT KKT

The KKT Orthopedic Spine Center is a part of leading global network of medical centers specialising in the treatment of back, neck and joint pain using advanced sound waves technology without surgery or medication. Founded in 2003, KKT has 25 different centers across 12 countries and has successfully performed over a million sessions globally. In the Kingdom of Saudi Arabia, KKT has branches in Riyadh and Al Qassim - Buraidah.

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