

Jean-Éric Vergne, reigning ABB FIA Formula E World Champion, invests in Velocity Black – the lifestyle platform for high performance people in the digital age.

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Following a superb victory at last weekend's Monaco ePrix, Jean-Éric Vergne the reigning ABB FIA Formula E Champion, invests in Velocity (<https://velocity.black/>), one of the world's fastest growing venture-backed technology companies.

Velocity's core product, lifestyle management service Velocity Black, is the first AI-assisted conversational commerce marketplace for the premium consumer. Via an app, members have 24/7/365 access to a wealth of experiences, events, dining and luxury goods, with a response time of less than 60 seconds.

Jean-Éric Vergne said: "I began as a member of Velocity Black, and the product quickly became quite important in my life. From upgrades at hotels, to creating extraordinary experiences for me to enjoy. It's a one-stop shop in the palm of my hand wherever I am travelling. In a world of information overload, Velocity helps me focus on moments that matter unburdened by ones that don't. I am proud to become an investor and ambassador for what I believe will become one of the world's defining technology companies."

Zia Yusuf, Velocity's co-founder & CEO said "The Velocity Black community spans 24 countries, has a combined net worth of over \$300bn, and includes some of the most inspiring individuals, at the vanguard of human endeavour. We are delighted to welcome Jean-Eric Vergne as an investor, he embodies the spirit of human performance, of maximising this short time we all have on this planet. His talent, vision and integrity are a great fit. His relentless pursuit of excellence is why he is a world champion, and that's the spirit that runs through the veins of Velocity Black."

The collaboration with Velocity Black will also see a new series of supercar driving experiences hosted by Jean-Éric Vergne, exclusively available to members as a part of the Velocity Black Originals collection. Other experiences in the series included swimming with Orcas and a 10-day voyage to the International Space Station.

Velocity has raised \$32m of venture capital to date. Other investors include DIG Investment, Spark Capital and Barry Sternlicht, founder of Starwood Hotels, as well as many of the members of its core product, lifestyle management service Velocity Black.

Velocity was Founded in London by Zia Yusuf & Alex Macdonald. It now has offices in London, Los Angeles and New York City.

Velocity Black membership is by invitation and costs \$2,800 per year. Find out more at <https://velocity.black/>

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