

# Tokyo's Drive Toward Sustainable Mobility with Formula E

The highly successful 2024 Tokyo E-Prix has shone a spotlight on electric vehicle innovation and clean energy solutions.

Tokyo is making ongoing efforts to achieve net-zero CO<sub>2</sub> emissions by 2050 under the “Zero Emission Tokyo” initiative. Led by the Tokyo Metropolitan Government (TMG), the city’s commitment to reducing its carbon footprint has resulted in a variety of environmental measures aimed at decarbonization, and the city’s hosting of the 2024 Tokyo E-Prix on March 30 aligned perfectly with these goals. This marked the fifth race of the ABB FIA Formula E World Championship season and the first time a Formula E race has been held in Japan.

Formula E is a racing series designed to promote the use of electric vehicles (EVs) and encourage sustainable transportation. By bringing Formula E to Tokyo, the TMG has been able to demonstrate its support for clean energy to a greater audience, aligning sports and sustainability on a global stage.

Founded in 2014, Formula E was the brainchild of Alejandro Agag, the Chairman of Formula E Holdings

Ltd. (FEH). Gemma Roura Serra, Strategic Event Director Planning of Formula E Operations Ltd. and Tokyo E-Prix Host City Director, highlighted the overall mission. “Formula E was created to accelerate sustainable human progress through the power of electric racing. His initiative was not only a monumental step toward the development of sustainable, zero-emission transport, but also a rethinking of how sports can impact the planet positively.”

Formula E events are unique in that all activities, from practice and qualifying to the race itself, take place on the same day, offering an action-packed experience which appeals to a younger, more tech-savvy audience than traditional motorsports. Moreover, the races take place on city streets, offering fans an exciting, up-close experience with drivers and teams, which has also contributed to Formula E’s growing popularity.

“Formula E is net zero carbon since inception—the first and so far, only sport to be net zero carbon from the start. We were amazed by the Tokyo E-Prix, from the support the government provided to the passion and enthusiasm of the fans. The media interest and excitement has been incredible to see in just our first race in the country,” Serra said.

As electric vehicle technology advances, the series has attracted major automotive manufacturers such as Jaguar, Nissan, and Porsche. These companies have been able to use Formula E as a testing ground



Two Formula E Gen3 cars competing from Nissan  
Photo: courtesy of Nissan Motor Co., Ltd.

for innovative technologies with potential real-world applications.

As the first Japanese firm participating in Formula E, Nissan Motor Co., Ltd. views the series as an essential platform for promoting electrification and advancing sustainable mobility. “In addition to applying the technology developed for commercial vehicles to Formula E, we also work to incorporate the technology and knowledge gained through racing back into our commercial vehicles, creating a mutually beneficial cycle,” a spokesperson for Nissan explained.

For Nissan, the Tokyo E-Prix offered an opportunity to showcase the environmental benefits of EVs while demonstrating their high performance and the excitement they bring to motorsports. “Vehicle electrification is a critical initiative for Nissan. Having support from government authorities, along with the efforts of automakers, is highly encouraging,” the spokesperson added.

Nissan’s involvement in Formula E aligns with its broader goal of developing sustainable solutions for the future of transportation. The company’s long-term vision, “Nissan Ambition 2030,” includes the launch of

27 electrified models by 2030, reinforcing its commitment to achieving carbon neutrality across the entire product lifecycle, including business activities, by 2050.

The integration of sustainable technologies into both sports and everyday life is a win-win situation, both for the government and for society as a whole. Through collaborations with stakeholders such as automakers and Formula E, Tokyo is on track with its journey toward a cleaner, more sustainable future.



NISSAN ARIYA NISMO, a commercial vehicle with technology developed through motorsports, including Formula E  
Photo: courtesy of Nissan Motor Co., Ltd.



Buildings in Tokyo and a Nissan Gen3 car in special wrap  
Photo: courtesy of Nissan Motor Co., Ltd.