



# Acronis

## **DS TECHEETAH TAKES A STEP FORWARD WITH LEADING CYBER PROTECTION COMPANY ACRONIS**

**7 March 2019 – Versailles, France**

DS TECHEETAH is extremely pleased to announce a new strategic alliance with a global leader in cyber protection and hybrid cloud storage, [Acronis](#). The team and Acronis have entered into a three-year partnership which will feature the Acronis logo on the DS E-TENSE FE19 car from the Hong Kong E-Prix on 10 March 2019.

Acronis will provide backup, storage, and disaster recovery solutions, protecting the valuable data that repeatedly puts DS TECHEETAH in front of its competitors. The partnership with Acronis will help the team address the Five Vectors of Cyber Protection — safety, accessibility, privacy, authenticity, and security (SAPAS) – which ensure data is fully protected from modern cyber threats while remaining easily accessible and verifiable.

Acronis is a global cyber protection leader with corporate headquarters in Switzerland and international headquarters in Singapore. More than 5 million consumers and 500,000 businesses across the globe use Acronis products to safeguard their data – including 79 of the top 100 most valuable brands.

As one of the leading teams in the ABB FIA Formula E championship, DS TECHEETAH knows that it must collaborate with leading backup and recovery providers – particularly around the increase in cyber threats and the team’s requirements for greater data access while traveling around the world. By establishing this technical partnership, DS TECHEETAH recognizes that Acronis represents a tremendous step forward to ensuring the security and reliability of its data.

“Acronis is a world leader in the field of cyber protection and disaster recovery software, and we are very pleased to welcome them to the DS TECHEETAH family. This partnership will open up new mechanisms for data analysis and predictive capability in the high-pressure environment of Formula E. We look forward to building a winning relationship together – both on track and in the world of global technology” said DS TECHEETAH Chief Commercial Officer, Keith Smout.

“Acronis technology fits the high-paced environment of motorsport teams. We are pleased to join DS TECHEETAH’s partner ecosystem, covering all aspects of cyber protection with the world’s most innovative technology. We are proud to be associated with such a winning team and look forward to a long, successful partnership,” said Dan Havens, Acronis Growth Officer.

**ENDS**



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## Notes to Editors

### **About Acronis:**

Acronis sets the standard for cyber protection and hybrid cloud storage through its innovative backup, anti-ransomware, disaster recovery, storage and enterprise file sync and share solutions. Enhanced by its artificial intelligence-based defence against ransomware, blockchain-based authentication, and unique hybrid-cloud architecture, Acronis protects all data in any environment, including physical, virtual, cloud, mobile workloads and applications. Founded in Singapore in 2003 and with its corporate headquarter in Switzerland, the company is trusted by more than 5 million consumers and 500,000 businesses worldwide, including 79 of the top 100 most valuable brands.

[www.acronis.com](http://www.acronis.com)

### **About DS TECHEETAH:**

DS TECHEETAH Formula-E team is a Chinese racing team in the all-electric street racing series, ABB FIA Formula E. The team is owned by SECA (Shanghai) Limited.

The team won the 2017/2018 Drivers' Championship title with Jean-Éric Vergne and together with André Lotterer, the team secured second place in the Teams' Championship in the 2017/2018 season of Formula E.

Heading into the 2018/2019 season of the all-electric championship, TECHEETAH has partnered with DS Automobiles to become DS TECHEETAH.

### **About China Media Capital ("CMC"):**

China Media Capital ("CMC"), founded and chaired by Ruigang Li, is one of the most prestigious names in media and entertainment investment and operation in China and global markets. CMC has created and grown a number of champions and emerging leaders in the sectors of media and entertainment, Internet and mobile, and life style, covering film, television, music, sports, location-based entertainment, financial media, financial data service, online-video, smart TV, advertising, social network, game, online-education, e-commerce, O2O and etc.

### **About SECA:**

Headquartered in Shanghai, SECA is a leading Chinese sports marketing and management company specializing in sports talent representation, event management and content/IP development. The company's investors include China Media Capital (CMC) Holdings and member of NBA Hall of Fame, Yao Ming.



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## About DS Automobiles:

Young French brand, DS Automobiles was launched in 2015. Its ambition is to embody, in the automotive industry, the French luxury know-how. Driven by its outstanding heritage and avant-garde spirit, DS perpetuates the values of innovation and distinction inherited from the first DS, launched in 1955, and opens a new territory in the premium market.

The first second-generation model of DS, DS 7 CROSSBACK, the SUV with innovative savoir-faire from Paris, opens a range of six global vehicles with one launch per year.

Therefore, in September 2018, DS brand presents, its new SUV, DS 3 CROSSBACK, the high-tech style icon, and its 100% electric version E-TENSE.

Available in 2019, DS 7 CROSSBACK E-TENSE 4X4 - the hybrid powertrain by DS - and DS 3 CROSSBACK E-TENSE – the first ever DS full electric car - deliver the strategy of electrification of the entire range.

Designed for customers looking for a means to express themselves as individuals, the DS cars stand apart through their avant-garde design, refinement in every detail, advanced technologies and dynamic serenity.

For its discerning customers, who demand personalisation and exclusivity, DS Automobiles has created “ONLY YOU, the DS experience”, a programme of exclusive services for a unique brand experience.

DS models are distributed via DS STORES and DS SALONS, comprising the new network exclusive to DS Automobiles. In the first half of 2018, 140 showrooms were opened around the world and the brand had 340 sites by the end of June 2018, including DS WORLD PARIS, its flagship at 33 Rue François 1er.

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