Alice Powell

An Insider's Voice for Formula E

Development Driver · Commentator · Broadcaster

Experience with:

- ENVISION RACING
- BBC RADIO 5 LIVE
- CHANNEL 4
- F1 TV

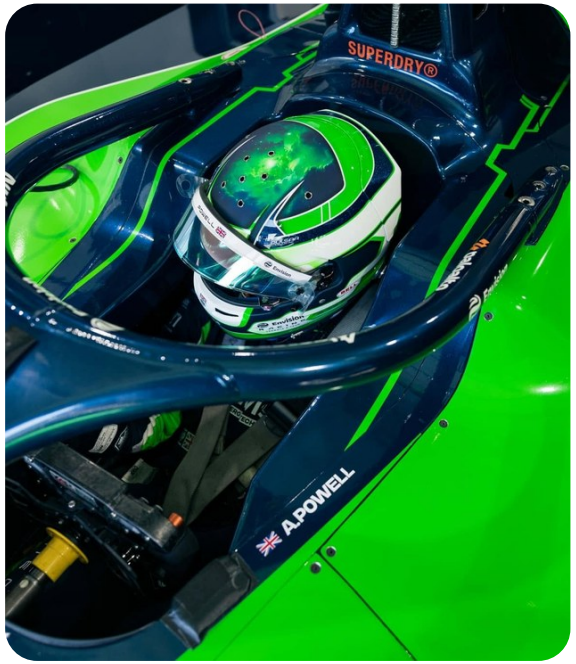


APR
ALICE POWELL RACING

PROFILE

Why Alice?

Formula E coverage needs someone who can **drive the car**, **understand the car** — and **explain it live**. Alice brings **all three**, with years **inside the Envision Racing garage** and **behind the microphone**.



Development Driver

Envision Racing's simulator and development driver since 2021, with rookie and women's test running in the car. She knows how it feels, because she drives it.



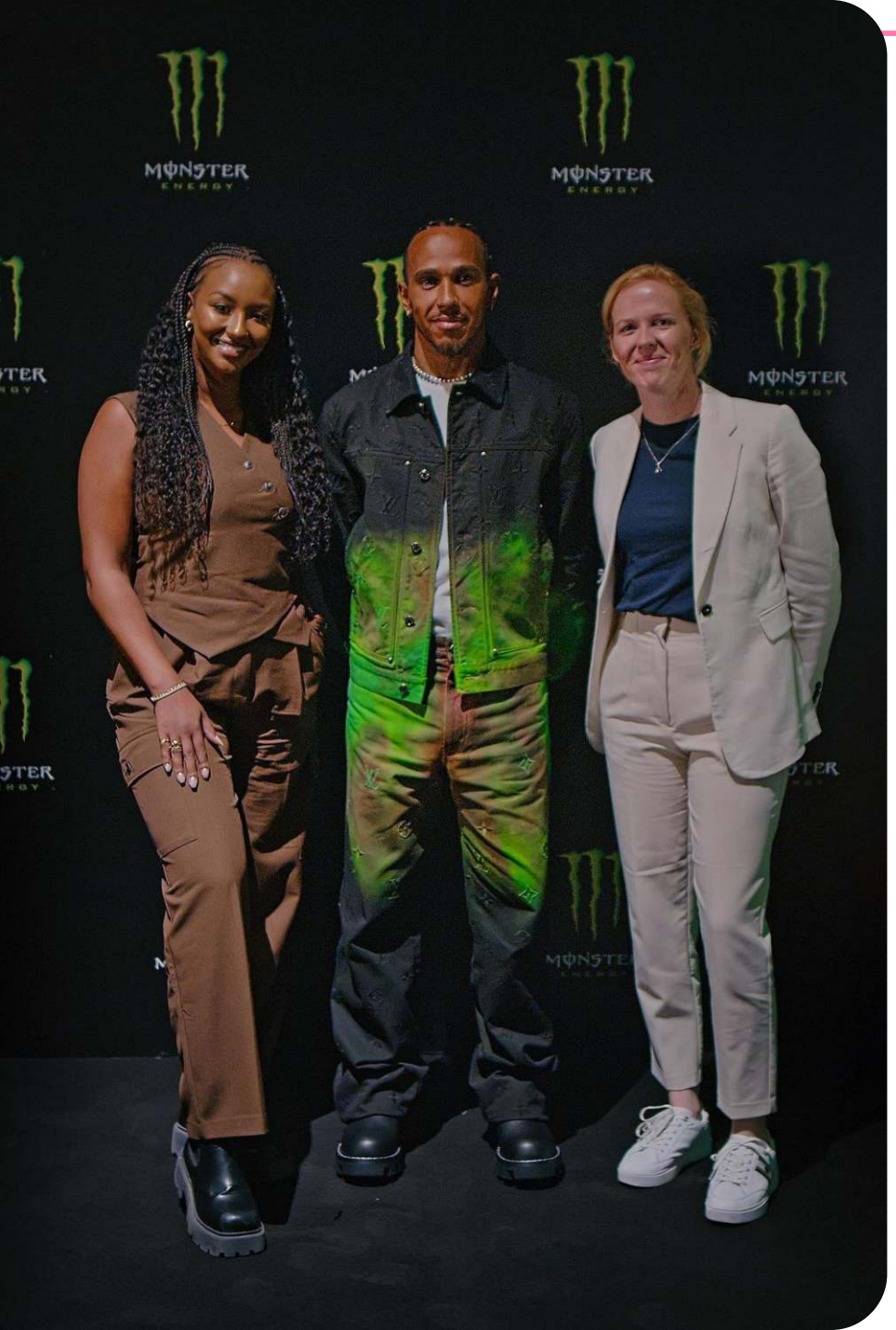
Broadcaster

Comfortable live on camera and behind the microphone. A proven skillset under the spotlight, commentating on Formula One, F1 Academy and major events such as Goodwood.



Analyst & Coach

Deep knowledge of the powertrain, energy management and set-up, built through years of sim and test work, and explained clearly enough to bring every race to life.



CAREER

Alice's Career

From karting to international racing, and from the cockpit to the commentary booth Alice's career has been built entirely around motorsport and the culture of cars.

The Beginning

Started Racing

First got behind the wheel at eight years old. The passion was immediate and never faded.

Transition

Moved into Broadcasting

Brought racing credibility into commentary, presenting and reporting — a natural evolution.

Racing Success

Competed at the Highest Level

Raced across international motorsport, winning races and championships on the global stage.

Now

Formula E & Beyond

Envision Racing test and development driver, and commentating across F1, F1 Academy and major events.

BROADCASTING

A Natural in Live Sport

Her skill set is proven: live pressure, fast thinking, credible interviews and the ability to make complex racing accessible to every audience.

BBC Radio 5 Live

Live commentary and reporting across Formula One.

Channel 4

On-screen broadcast experience within one of the UK's biggest F1 audiences.

F1 TV

Direct experience of the global Formula One broadcast environment.

Goodwood

Presenting and interviewing in a major automotive and motorsport setting.

Recent Milestone

Led commentary for the BBC's historic all-female Formula One commentary team at the Barcelona-Catalyuna Grand Prix.



EXPERIENCE & MEDIA

A Collection of Experience

HOW TO WATCH

- Click any tile to watch or listen
- Plays in your browser, on any device
- media.alice-powell.co.uk/formula-e















ON CAMERA

Entertainment & Engagement

Whether it's a live grid, a paddock interview or a describing a car in front of me.
I am comfortable making the audience feel a part of the moment.
Presence, instinct and genuine enthusiasm can't be scripted.







Live

Able to think on my feet. Comfortable under pressure with a natural authority that comes from genuine expertise.

Access

The knowledge, history and credibility to talk to drivers and key figures. Confidence makes the audience feel engaged.

Energy

Connecting with a crowd through entertainment and humour. Whether it's at an event, a race track or a studio.

THE FORMULA E FIT

What Alice Brings to the Broadcast

Inside the Car

Simulator days and test mileage in the Envision car. I can tell viewers what the driver is feeling, lap by lap.

Technical, Not Techy

Powertrain, regen and software explained in a way that feels useful and human. No jargon, clear and understandable.

Energy Management

Lift-and-coast, regen and Attack Mode timing read live, so viewers see how a race is really won.

Behind the Garage Door

Years inside a title-winning team: sim work, test days and race prep viewers never get to see.

Broad Audience Appeal

A female perspective rooted in expertise rather than novelty. Credible to engineers and fans, accessible to a new audience.

Personality

Warm, curious, witty and humorous. Able to take a joke, dish it out and take it — without ever losing credibility.





EDITORIAL IDEAS

How She Can Elevate Formula E

Maximise my strengths as a driver, a broadcaster and a storyteller to power the coverage.

Energy Explained

Turning the energy numbers into a story: who is saving, who is attacking, and when it will decide the race.

From the Simulator

Show how a team prepares an E-Prix on the sim, and why that work decides races before the cars reach the track.

Attack Mode Decoded

Breaking down Attack Mode, Pit Boost and strategy calls as they happen, so every viewer knows what just changed.

The Human Side

The engineers, drivers and moments behind a Formula E race weekend: the stories most viewers never get to see.



ALICE POWELL RACING

A New Voice for Formula E

Alice Powell

> Providing a unique combination of racing credibility, insider knowledge of the Formula E car and broadcast experience, for every kind of Formula E fan.

Email
alice@alice-powell.co.uk

Socials
@alicepowell

Development Driver · Commentator · Presenter · Reporter

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