

FOR IMMEDIATE RELEASE

## **MORE THAN EQUAL APPOINTS SARAH MOORE AND JORDAN KING AS DRIVER DEVELOPMENT PROGRAMME COACHES**



**LONDON, January 18, 2024:** Global independent motorsport initiative, More than Equal is thrilled to announce the appointment of Sarah Moore and Jordan King as driver coaches for its pioneering female Driver Development Programme.

Moore and King both bring to More than Equal the lived experience of a career behind the wheel of a race car, alongside extensive coaching experience in a variety of racing classifications.

Sarah Moore is a professional racing driver and driver coach with 25 years of racing and 8 years of experience in instructing and coaching. She started karting at the age of four and subsequently secured victory in the Ginetta Junior Championship in 2009, one of the most competitive junior series globally. Following this achievement, she was honoured with the Rising Star Award by the British Racing Drivers' Club. In 2018, she accomplished the historic feat of becoming the initial female winner of the Britcar Endurance Championship, and in 2021 was the first openly LGBTQ+ driver to stand on a Formula 1 podium at the Austrian Grand Prix. She went on to race for three seasons in the all-female W Series and in 2023 became the first female to win in the Indian Racing League. She has worked with young drivers from basic driving, to race craft, pre-weekend race prep, warm-ups and video analysis.

Jordan King brings extensive experience professional racing across Formula 1, IndyCar and the World Endurance Championship, most recently as Development Driver and Race Support Simulator for the Alpine Formula 1 team. He additionally serves as Reserve and Development Driver for the Mahindra Formula E. With a vast experience in professional racing, he has stood on 129 podiums to date.

Moore and King will bring a wealth of technical and racing experience to the More than Equal Driver Development Programme, a high-performance preparation programme that supports young, talented female drivers who have the ambition to develop into elite racing drivers. Drivers on the programme will benefit from the insight and intelligence from coaches alongside the wider development programme team, including coaching group Hints Performance, who have contributed to the success of 18 Formula 1 World Champions.

**Sarah Moore** said: "I know from a personal level the difficulties and challenges that women and girls face throughout their racing careers. What excites me about More than Equal as a female within motorsport is being able to provide a coaching opportunity for girls that is so rare in the sport. I myself started in motorsport when I was four years old and never had access to coaching throughout my early career. The ultimate goal for me is to guide and support the next generation of girls coming into motorsport as this will make such a tangible difference for the future of the sport."

**Jordan King** said: “We are an independent programme looking to develop female driving skills from an early age. Our goal is to pick the best young talent, have a big impact, and get them as far up towards Formula 1 whilst celebrating the small steps of success and progression along the way. I’ve done a lot of racing myself and I’m looking to bring the development journey that I went on into the programme, hopefully making as big an impact as possible for female drivers”.

More than Equal is currently accepting public applications for its inaugural cohort. The submission form can be found on More than Equal’s website at [www.morethanequal.com/apply](https://www.morethanequal.com/apply). The deadline for applications is on January 31, 2024.

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## **ABOUT MORE THAN EQUAL**

More than Equal is a global independent initiative with a mission to find and develop the first female Formula 1 world champion.

It seeks to close the performance gap for girls and women in motorsport through commissioning and publishing pioneering research, identifying top female racing talent globally with a data-led approach, as well as introducing a world-class, high-performance female driver development programme.

Founded by thirteen-time Grand Prix winner David Coulthard and entrepreneur-philanthropist Karel Komarek, More than Equal brings together the best in sport and business, including Ali Donnelly (Sport England, 10 Downing Street) as CEO; Karen Webb Moss (International Olympic Committee, British Swimming) as Chair; and Kate Beavan (Formula 1) as a Strategic Advisor.

In 2023, More than Equal published its first research report titled ‘Inside Track’, identifying the barriers that girls and women face in motorsport and proposing solutions to make a difference. The report can be downloaded here: [www.morethanequal.com/insidetrackreport](https://www.morethanequal.com/insidetrackreport).

For more information, visit: [www.morethanequal.com](https://www.morethanequal.com).

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