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**Early career**

Born 15 March 1988, Alexander began competing in karts in 1998 at the age of ten. Contesting in the discipline for eight years, he won numerous national and British titles, the Monaco Kart Grand Prix, the Parma Industrials Championship and three British Grands Prix. Finishing his karting career with pole at the world championships in 2006, Alexander then adjusted to cars extremely quickly, finishing second in his first ever race.

In 2008, Alexander finished the season second in the championship with two wins and 12 podiums to his name. He then went on to win the highly-prestigious McLaren Autosport BRDC Young Driver of The Year Award and receive his prize of a test in the McLaren Formula 1 car.

**Success in F3**

In 2009, Alexander moved into the hugely competitive F3 Euro Series. Racing with Mücke motorsport, Alexander scored his maiden pole in round three along with his first podium finish. Winning once and scoring four further podiums, Alexander finished the season fourth in the championship and second-placed rookie.

Alexander then moved to ART Grand Prix in 2010 and whilst achieving some impressive results – pole at F3 Zandvoort Masters among others – it was ultimately a challenging year. Alexander finished fourth in the championship and notched up a further seven podiums and a win at Paul Ricard.

For 2011, Alexander and Gravity, his manager, took the decision to move into the GP3 series, supporting the F1 European circuits. After a strong first half of the campaign, Alexander led the championship but after two team errors at a pivotal time in the season, Alexander slipped to sixth in the standings. Alexander scored a victory in Istanbul and four further podiums during the year.

**The move to sportscars**

In 2012, Alexander decided to change from single seaters to sportscar and GT racing. After speaking with McLaren, an outfit he knew well since winning the McLaren award in 2008, a deal was inked up to become a Factory Driver for its new MP4-12C GT project. Alongside his testing and development role at McLaren, Alexander also raced in the LMP2 class in the European Le Mans Series and in selected rounds of the World Endurance Championship, including the world famous Le Mans 24 Hours. He also competed in three rounds of the Formula 3 Euro Series, claiming victory at the Nürburgring.

2013 saw Alexander’s relationship with McLaren naturally progressing into a racing role alongside his development duties, driving in the Blancpain Endurance Series with Hexis Racing and finishing second in the Paul Ricard Six Hours. He also competed in the FIA European F3 Championship, claiming five podium finishes, as well as taking the top step of the GP3 podium at Spa-Francorchamps with Carlin.

**Joining BMW Motorsport**

The following season, Alexander was enlisted by German manufacturer BMW as a factory driver, contesting the British GT Championship with a BMW Z4 GT3, in which he finished third overall. This was followed by a second-place drivers’ standings finish in the 2015 British GT Championship, again with BMW. That year he also finished third in the challenging Macau Grand Prix with Double R Racing.

In 2016, Alexander won the Total 24 Hours of Spa in a Rowe Motorsport-prepared BMW M6 GT3 and finished fifth overall in the ADAC Zurich 24 Hour Race at the Nürburgring. Alongside he contested in the Blancpain GT Sprint Cup and Endurance Cup, finishing fourth overall in the latter series. Alexander also competed in select rounds of the British GT Championship in a Barwell Motorsport Lamborghini Huracán GT3.

**Racing stateside**

Alexander’s career took him across the Atlantic in 2017 when he raced in the IMSA WeatherTech SportsCar Championship with BMW Team RLL and teammate Bill Auberlen, contesting 11 races across North America. The duo secured three victories, including the season finale, Petite Le Mans. With a total of 317 points, Alexander and Bill finished second in the GTLM standings and supported BMW in achieving second in the manufacturers’ standings.

In 2017, Alexander also competed in the gruelling Nürburgring 24 Hours, finishing second overall in the #98 Rowe Racing BMW M6GT.

He returned to the IMSA WeatherTech SportsCar Championship for a second consecutive year in 2018 and finished sixth in the GTLM class with BMW RLL in the new BMW M8 GTE, also supporting BMW’s Le Mans 24 Hour entry.

**Going electric**

In 2018, Alexander made the move back to single-seater racing to compete in the all-electric ABB FIA Formula E Championship, a series that closely aligns with his personal interest in clean energy and electric mobility initiatives.

For two seasons he competed in the #27 for BMW i Andretti Motorsport. Highlights in his first season included pole position and a second-place finish in New York. Alexander had an impressive start to his second season, taking pole positions for both races during the opening round in Saudi Arabia, which led to his maiden Formula E victory in race two. It also made him the first driver to take three consecutive pole positions in Formula E.

**Nordschleife champion**

In September 2020, Alexander won the prestigious ADAC TOTAL 24H Race at the Nürburgring with his team-mates Nick Catsburg and Nick Yelloly. Behind the wheel of the #99 Rowe Racing BMW M6 GT3, Sims faced extreme weather conditions on the Nordschleife that caused an extended pause in proceedings. Despite the challenges, the trio executed a faultless strategy to cross the finish line first with a 15.4-second lead after 85 extremely demanding laps and 2,157.13 kilometres.

It is a race that will go down in history – fans were unable to watch the world-famous endurance race from trackside at the Nordschleife as a result of the COVID-19 pandemic.

**This season**

For the 2021 season, Alexander moves to Mahindra Racing in the 14-race ABB FIA Formula E Championship, which marks its first season as a World Championship.