

ABB FORMULA-E

 FORMULA-E CHAMPIONSHIP



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ABB JOINS FORMULA E AS TITLE PARTNER OF ELECTRIC STREET RACING SERIES

Partnership is a first of its kind and will see ABB put its name to the newly-titled ABB FIA Formula E Championship



'OUR TWO COMPANIES ARE SYNONYMOUS WITH PUSHING THE BOUNDARIES OF WHAT IS POSSIBLE. TOGETHER, AS PARTNERS, WE WILL SHOWCASE BREAK-THROUGH TECHNOLOGY ON A GLOBAL SCALE TO FANS AND CONSUMERS WHO FOLLOW THE ABB FIA FORMULA E CHAMPIONSHIP.'

Alejandro Agag
Founder & CEO of Formula E

LONDON, UK (January 9, 2018) - Formula E is teaming-up with ABB in a ground-breaking new collaboration as the title partner of the ABB FIA Formula E Championship and putting its name to the electric street racing series.

The exciting new multi-year partnership is a first of its kind for Formula E and the first time an FIA-sanctioned single-seater championship has had a title sponsor, emphasising again the position of Formula E as a key place to be for forward-thinking brands and manufacturers.

The announcement was made today in front of special guests and media at the Saatchi Gallery in London - where Alejandro Agag, Founder & CEO of Formula E, was joined by Ulrich Spiesshofer, ABB CEO, to reveal the new brand identity and the fully-electric Formula E car with updated livery.

Formula E and ABB share the same vision of a future where electric mobility is the preferred form of transportation. Both companies are at the forefront of the Energy Revolution - Formula E with electric motorsport and the increased uptake of electric vehicles worldwide, and ABB helping its customers in utility, industry, transport and infrastructure to realise the benefits of industrial digitalisation.

Title Partner	Global Partner	Official Partners
	Julius Bär	      
		    

Alejandro Agag, Founder & CEO of Formula E, said: *"This is a historic day for Formula E and I'm honoured to welcome ABB as the title partner of the series, with its background and expertise in the field of electrification and digital technologies. Our two companies are synonymous with pushing the boundaries of what is possible. Together, as partners, we will showcase break-through technology on a global scale to fans and consumers who follow the ABB FIA Formula E Championship."*

"We are extremely excited to partner with Formula E in writing the future of e-mobility," said ABB CEO Ulrich Spiesshofer. *"Today, two pioneers are uniting. ABB and Formula E are a natural fit at the forefront of the latest electrification and digital technologies. Together, we will write the next phase of this exciting sports activity and foster high-performance teams. Together, we will write the future - one electrifying race at a time."*

FIA President Jean Todt said: *"Formula E continues to grow and in addition to its sporting and technical success, the tremendous level of excitement surrounding this new FIA discipline is tangible. Today's ABB announcement as the title partner is a strong sign and proof of the attractiveness of this championship, which is still in its infancy. The mobilisation of major economic powers around the pillars of this discipline - new technologies, electric mobility and sustainable development - is a very good sign, and something to be excited about. This contributes to the development and expansion of Formula E."*

To follow the latest news and information, visit - www.FIAFormulaE.com

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Notes to editors:

Photo caption - (L-R) Alejandro Agag, Founder & CEO of Formula E and Ulrich Spiesshofer, CEO of ABB - the Swiss power and technology Group - today announced the first-ever title sponsorship of the electric street racing series and unveiled the newly-branded car using an ABB IRB-6700 robot, at the Saatchi Gallery in London.

For further information and hi-res images, please visit - <http://media.fiaformulae.com>

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About the ABB FIA Formula E Championship:

The ABB FIA Formula E Championship is the electric street racing series and the world's first fully-electric international single-seater category in motorsport. Formula E brings electrifying wheel-to-wheel action to some of the world's leading cities, racing against the backdrop of iconic skylines such as New York, Hong Kong, Paris and Rome.

The inaugural season of Formula E sparked into life in September 2014 around the grounds of the Olympic Park in Beijing. The fourth edition of the ABB FIA Formula E Championship will see 10 teams and 20 drivers compete in 11 cities spanning five continents in the fight to be crowned champion. Hong Kong hosts the season-opener over the course of two days on December 2 & 3, with the championship coming to a close in July.

Formula E is more than just a race to be the best - it's a competitive platform to test and develop road-relevant technologies, helping refine the design and functionality of electric vehicle components and speeding-up the transition and uptake of clean transportation on a global scale.

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For this season, more manufacturers have joined the electric revolution with reigning champion Lucas di Grassi looking to defend his title behind the wheel of the Audi-backed ABT Schaeffler team. More big-name manufacturers have also committed to race in Formula E - including BMW and Nissan in tandem with the new-look car and battery in season five, along with Mercedes-Benz and Porsche who also plan to join the following year.

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About ABB:

ABB (ABN: SIX Swiss Ex) is a pioneering technology leader in electrification products, robotics and motion, industrial automation and power grids, serving customers in utilities, industry and transport & infrastructure globally. Continuing a more than 125-year history of innovation, ABB today is writing the future of industrial digitalisation and driving the Energy and Fourth Industrial Revolutions. ABB operates in more than 100 countries with about 136,000 employees. www.abb.com

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