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# ABB Formula E set for duel in the desert

- Round 10 of the ABB FIA Formula E World Championship to showcase E-mobility in North Africa
- ABB technology supporting Morocco to reach its sustainability goals
- Latest [video](#) in ABB's series for FIA Girls on Track released

This weekend, the ABB FIA Formula E World Championship returns to Marrakesh for the fifth time, for what is sure to be an action-packed race.

The 22 drivers will battle it out on the Circuit International Automobile Moulay El Hassan – a 12-turn, 2.99-kilometer track in Marrakesh's Agdal district, in the shadow of the red city walls. Named after the Crown Prince of Morocco, the circuit is comprised partly of permanent racetrack and partly of roads around the hotel district. This combination guarantees a varied challenge for teams and drivers.

Theodor Swedjemark, ABB's Chief Communications and Sustainability Officer, said: "Marrakesh is always a symbolic race location for ABB, as it's where we had our first race as title partner in 2018. Morocco's ambitious climate protection goals fit perfectly with those of ABB, and it's great to be back here again showcasing the technology that can help us achieve a more sustainable future."

ABB has been present in Morocco since 1980 and has become an essential supplier of electrification, robotics, motion control, industrial automation and electrical networks. ABB works closely with Morocco in support of its sustainability strategies, which are designed to reduce energy consumption by 15 percent by 2030 and increase the share of renewable energies. In 2009, 1.7 percent of its electricity came from renewable sources. By 2015, this had risen to 34 percent and is projected to be 52 percent by 2030.

ABB supports the country's sustainability goals through several projects. The company has recently signed a frame agreement to provide the first public fast charging infrastructure in Morocco for Afriquia – the country's biggest oil and gas distributor. It has more than 480 petrol stations across the country, and after success with the first seven DC 50kw chargers provided by ABB, Afriquia will deploy more ABB chargers across its petrol stations.

Moroccan mining group, Managem, has also awarded contracts to ABB to provide digital solutions across Africa. The significant project will see ABB install ABB Ability™ Operations Management System (OMS) and Advanced Process Control (APC) solutions, initially at two mines before expanding across all company operations – 11 brownfield and two greenfield sites in total. This technology from ABB will help increase productivity and operational efficiency, while supporting the digital transformation of all Managem underground and open pit mines.

Further supporting ABB's partnership with FIA Girls on Track, ABB has released a new video in its series celebrating the women in the Formula E paddock, featuring Andrea Ackroyd, Alexander Sims'

performance engineer at Mahindra Racing. The [video](#) explores her route into engineering, her career to date and the changes she is seeing with regards to attitudes towards women in the sport.

Following Marrakesh, the ABB FIA Formula E World Championship returns to New York City for rounds eleven and twelve on July 16 and 17.

**ABB** (ABBN: SIX Swiss Ex) is a leading global technology company that energizes the transformation of society and industry to achieve a more productive, sustainable future. By connecting software to its electrification, robotics, automation and motion portfolio, ABB pushes the boundaries of technology to drive performance to new levels. With a history of excellence stretching back more than 130 years, ABB's success is driven by about 105,000 talented employees in over 100 countries. [www.abb.com](http://www.abb.com)

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