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ABB Formula E lights up sustainable progress in Diriyah

- ABB FIA Formula E World Championship returns to Saudi Arabia
- Energy management technology from ABB helps start-up pioneering sustainable agriculture in Middle East to improve efficiency
- Latest video in ABB's series for FIA Girls on Track available [here](#)

The ABB FIA Formula E World Championship returns to Diriyah, Saudi Arabia, this weekend, with back-to-back night races.

Skirting around the historic walls of a UNESCO World Heritage Site, the 21-turn, 2.49 km Diriyah circuit will be lit with the latest in low-power LED technology. The 22 drivers will face a test of energy management and strategy, through a series of fast corners and a long straight.

Headquartered in Riyadh, ABB Saudi Arabia operates several manufacturing sites, service workshops and sales offices. The company has been present in the Kingdom for more than 70 years, playing a key role in major industrial and infrastructure projects.

Shurjil Husain, Country Communications Manager, ABB Saudi Arabia, said: "At ABB, we are continually working to help the Kingdom reach its Vision 2030 objectives and goals, implementing our sustainable technology solutions across a range of projects. A key factor to help reach these goals is energy efficiency, requiring the ability to effectively monitor and manage energy."

ABB is working with Pure Harvest Smart Farms, a start-up pioneering sustainable smart farms for the Middle East, to provide the hardware and digital infrastructure for its energy resource management. ABB Ability™ Energy Manager helps optimize Pure Harvest's IoT-enabled climate and ensure the greenhouses operate continuously and cost-efficiently. It monitors the complete spectrum of energy consumption and electrical distribution on the farm, providing real-time understanding and identifying optimization opportunities.

In order to digitally transform its operations, Saudi Arabia's top private mining company Al Masane Al Kobra Mining Co (AMAK), has selected ABB to provide sophisticated electrification and process control systems at its Moyoath copper-zinc mine. ABB's solutions will help reduce energy consumption while significantly lowering carbon emissions, in addition to ensuring maximum availability and reliability of energy for sustainable operations of the mine.

EV adoption is also a key element of the Saudi Green Initiative 2030, which aims to ensure that 30 percent of all vehicles in Riyadh are powered by electricity. ABB E-mobility supplied Saudi e-mobility solution provider, Electromin, with EV chargers for installation at 100 petrol stations across Saudi Arabia, to deliver the Kingdom's first nationwide charging network.

Another focal point in Saudi Arabia is water scarcity, with more than 60 percent of the Kingdom's drinking water coming from desalination. ABB has designed and produced a super-sized electromagnetic flowmeter to be installed in the Yanbu project – a seawater desalination project in Saudi Arabia that will supply fresh water to the city of Medina and its surroundings, impacting the livelihoods of more than 1.5 million people.

ABB is also supporting sustainability in Saudi Arabia through its commitment to driving social progress. ABB Saudi Arabia recently sponsored an initiative to train 40 Saudi women with disabilities such as deafness, blindness, and motor impairments. The women are trained to equip them with essential work and life skills, along with the confidence to thrive in the local job market.

Reflecting this commitment, ABB will be supporting the FIA Girls on Track event taking place at the circuit, to offer girls aged 12 to 18 the opportunity to explore the different aspects of the motorsport industry through a set of activities and workshops. For the second year the company is running a workshop focused on ABB robotics, featuring one of its most innovative collaborative robots – YuMi. This season, with its new role as Official Charging Partner for the Championship, ABB is also adding an additional workshop from its Electrification business, which will showcase ABB's charging technology.

ABB has released a **new video** in its series for FIA Girls on Track presented by Hankook, of which ABB is global partner. It features Saudi Arabian racing driver, Reema Juffali, who explains her career to date, the challenges she's faced and the importance of initiatives like FIA Girls on Track.

Following the races in Diriyah, the series will head to Hyderabad, India, on February 11th for the country's first E-Prix. Hyderabad joins Cape Town, São Paulo and Portland as one of four new host cities on the **season 9 calendar** of 16 races in 11 global locations.

ABB is a technology leader in electrification and automation, enabling a more sustainable and resource-efficient future. The company's solutions connect engineering know-how and software to optimize how things are manufactured, moved, powered and operated. Building on more than 130 years of excellence, ABB's ~105,000 employees are committed to driving innovations that accelerate industrial transformation. www.abb.com

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About Formula E and the ABB FIA Formula E World Championship:

As the world's first all-electric FIA World Championship and the only sport certified net zero carbon since inception, the ABB FIA Formula E World Championship brings dramatic racing to the heart of some of the world's most iconic cities providing an elite motorsport platform for the world's leading automotive manufacturers to accelerate electric vehicle innovation.

The Formula E network of teams, manufacturers, partners, broadcasters, and host cities are united by a passion for the sport and belief in its potential to accelerate sustainable human progress and create a better future for people and planet. www.FIAFormulaE.com

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