

Riello UPS races into the future with Formula E

Riello UPS, a world leader in the manufacture of uninterruptible power supplies and a committed advocate of green energy solutions, is Audi's new partner in the 2017/18 FIA Formula E Championship for electric cars.

LEGNAGO, 12 October 2017. Riello UPS, a brand of the Riello Elettronica Group, an Italian and European leader in the production of uninterruptible power supplies and energy storage systems and one of the world's top four companies in the sector, announces its entry into electric mobility and e-racing at the highest level.

Riello UPS will be partner of the official Audi Sport Abt Schaeffler Formula E team in the FIA Formula E Championships from the 2017/2018 season; this partnership means the Riello UPS logo will be emblazoned on the front wings of single-seater Audi Sport Abt Schaeffler Formula E team cars and on the overalls of drivers Lucas Di Grassi and Daniel Abt.



*"Formula E is the maximum expression of electric mobility technology", says **Fabio Passuello**, CEO of Riello UPS, "it represents the future of the car and exemplifies green solutions and key values such as innovation, sustainability, excellence and reliability. All this fits perfectly with the Riello UPS philosophy: "Reliable Power for a Sustainable World". The Riello UPS-Audi partnership is the perfect expression of the commitment of Riello UPS in the electric mobility market; a commitment that takes the form of energy storage projects interestingly applied to the fast charging of electric cars, or "second life" projects for the lithium batteries used by the cars".*

Formula E is the category with the greatest potential in the field of motor racing: it has a popular following because it runs on street circuits, often in the most beautiful and important cities in the world, and represents the state of the art in smart energy management – a core business for Riello UPS. Audi and Riello UPS, both engaged in motor racing at the highest international levels, are gradually increasing their investments in future-oriented technology and smart energy management; so it's no surprise that their paths have crossed on the Formula E racetracks.

*"The reasons behind the decision of Riello UPS to forge this partnership lie in a common feeling between two companies, leaders in advanced technological research, both possessing the capacity to compete globally and within the sphere of ever-smarter energy management, which is at the very core of Riello UPS's business", concludes **Pierantonio Riello**, founder and owner of Riello Elettronica.*

Electricity, technology, innovation and above all "green" will be the keywords of the Riello UPS commitment to Formula E, which, from 2 December 2017 to July 2018 will carry the logo of this Italian company around the most beautiful cities in the world. In Italy, the race will take place on 14 April 2018 on the EUR circuit in Rome.

Formula E embodies the philosophy of Riello UPS: green technology to reduce pollution and at the same time enhance performance, showing how electric single-seaters can deliver top performance. Electric cars are the future of mobility and Riello UPS, with its products and its grid-ready smart solutions, represents the future of quality power; this is why Riello UPS has chosen to play a leading role in this contest.

About Riello UPS

Riello UPS is the brand of the static Uninterruptible Power Supplies designed and produced by RPS S.p.A., a company based in Italy and owned by the Riello Elettronica Group. They are specifically designed for critical applications in Data centers, communication systems, offices, medical environments, transportation, industrial complexes etc.

Riello UPS is a leader in Italy and firmly placed within the first 4 companies in the worldwide market for technological research, production, sales and assistance. Research of quality, resource optimization and a strong drive towards technological innovation, combined with consistency and experience, makes RPS a company more than able to satisfy an expanding market. The growth strategy on the international markets is centered on a network of fully owned subsidiaries that offer a very high-level and qualified local service, giving Riello UPS a presence across the globe. Today RPS has two production sites in Italy, twenty subsidiary companies in Europe, U.S., UAE, China, India, Singapore and Australia and a capillary presence in more than 80 countries of the world.

For additional information about the company and his products visit www.riello-ups.com

Contacts:

Luca Ghidini
Marketing Department
Riello UPS
E-mail: l.ghidini@riello-ups.com