

PRESS RELEASE
ABB FIA FORMULA E GEARS UP FOR CAPE TOWN
26TH JULY 2021

A global panel of ABB FIA Formula E World Championship representatives has welcomed the inclusion of Cape Town as a race host city.

“We are hugely excited by this news” said Formula E’s Alberto Longo, speaking at a press conference in London. “We have been trying to expand the reach and messaging of Formula E to key markets and South Africa is a strategic country for expansion into Africa. The advantages of sustainable energy and e-mobility is critical to the African continent”.

Support for the event, both in South Africa and internationally, underlines the role of Formula E races in driving economic development, especially in the tourism sector where it is invigorating the events sector, and providing much-needed job opportunities.

The event also provides an opportunity for Cape Town and the country to demonstrate its environmental, commercial, and technological credentials on a global scale. Formula E is seen as a catalyst for innovation, investment, and job creation in the much-needed e-mobility and sustainable energy space.

David Ciclitira, Co-Founder of e-Movement and Chairman of Live Company Group plc says: “The hosting of such an amazing race, and its support events, will not only have far-reaching benefits at a time the country needs it most, but it will also further cement South Africa’s reputation as a preferred host to global events. We felt that it was important to hold this press conference in London, as the United Kingdom is one of the biggest source markets for tourism in South Africa.”

In early July it was announced that Cape Town would become the first Southern Africa city to host the all-electric Formula E racing series, joining a host of the world’s most iconic cities to present the ABB FIA Formula E World Championship.

The announcement was made by the Fédération Internationale de l’Automobile (FIA) in Geneva following the approval of the provisional Season 8 Formula E calendar.



David Ciclitira, Chairman Live Company Group plc stands next to the Formula E car with Cape Town livery



David Ciclitira, Chairman Live Company Group plc and Alberto Longo, Co-Founder, Formula E

USE THE LINK BELOW TO WATCH THE VIDEO

<https://www.dropbox.com/s/lkeml6aqof68ap2/Formulla%20E%20-%20South%20Africa.mp4?dl=0>



David Ciclitira, Chairman Live Company Group plc, Solomzi Mhlana, First Secretary to the High Commission, South Africa and Pedro Merry, Head of Legal, Formula E



VIP Pit lane walk