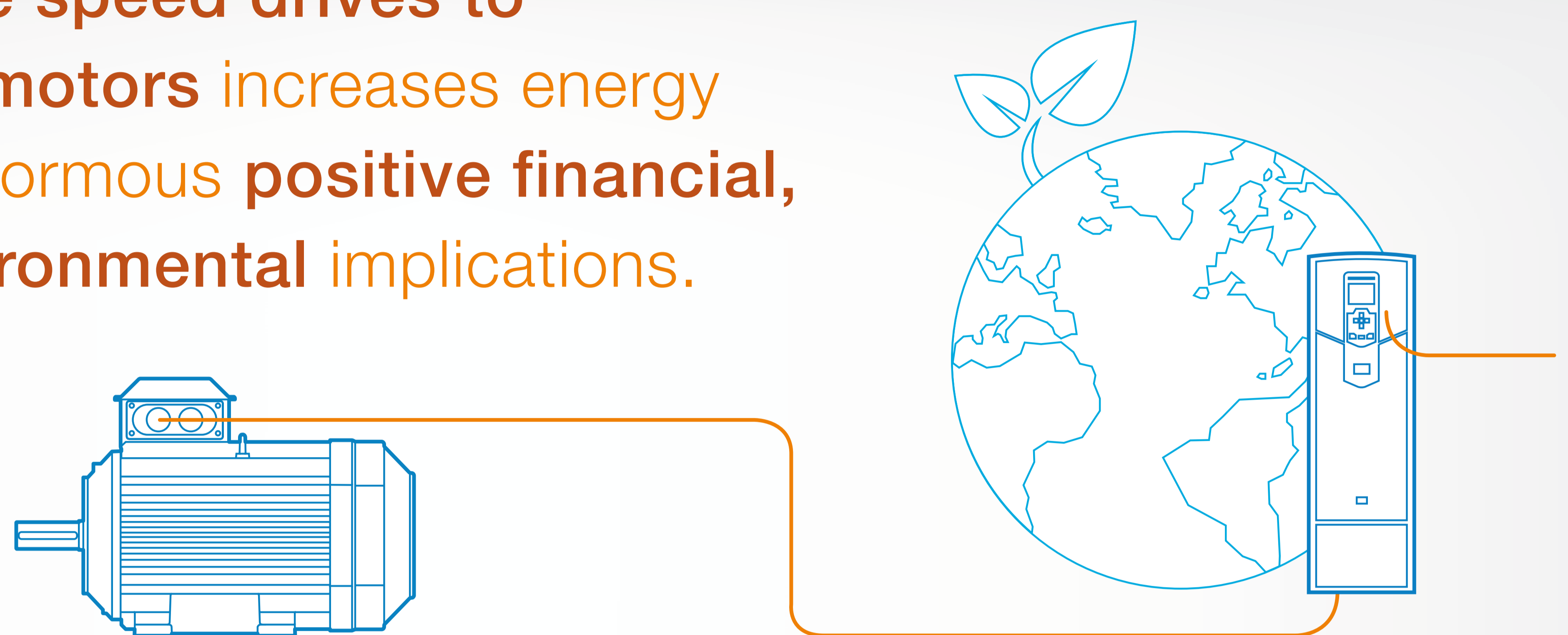


Energy efficiency. A solution.

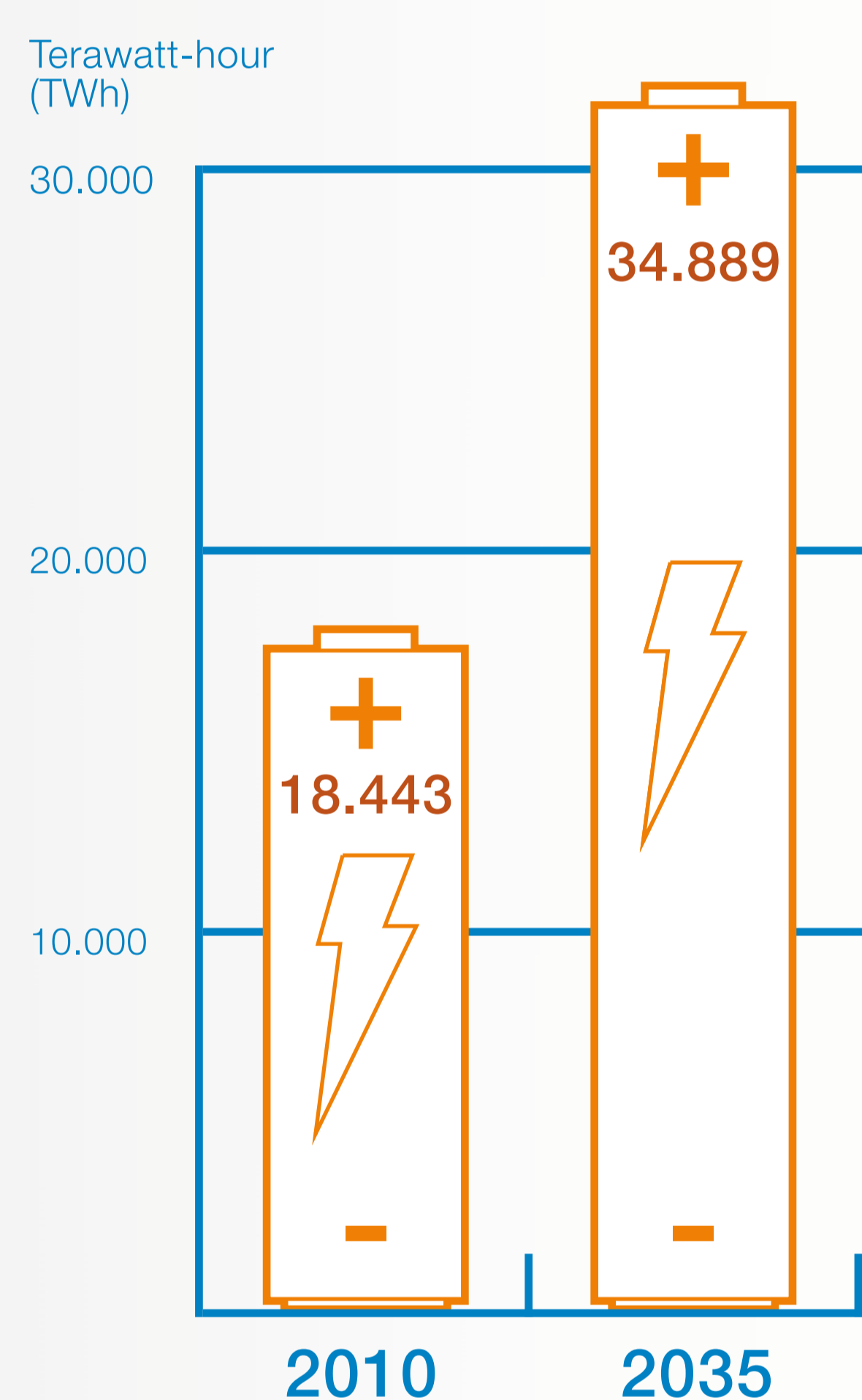
www.abb.com/drives

Using ABB's variable speed drives to intelligently control motors increases energy efficiency. This has enormous **positive financial, operational and environmental** implications.

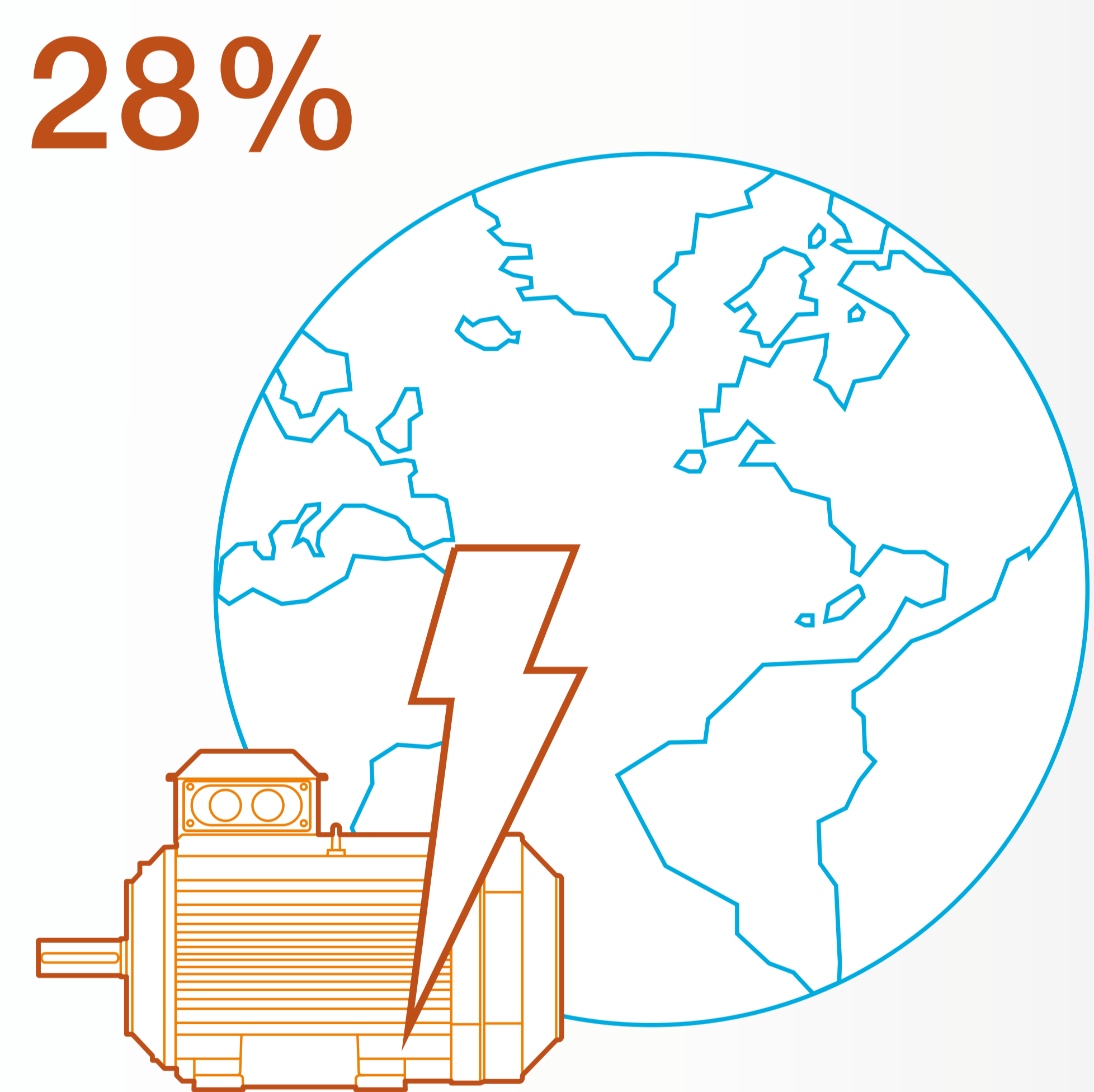


The world's demand for energy will not go away

World electricity consumption
Rise in electricity demand by 2035

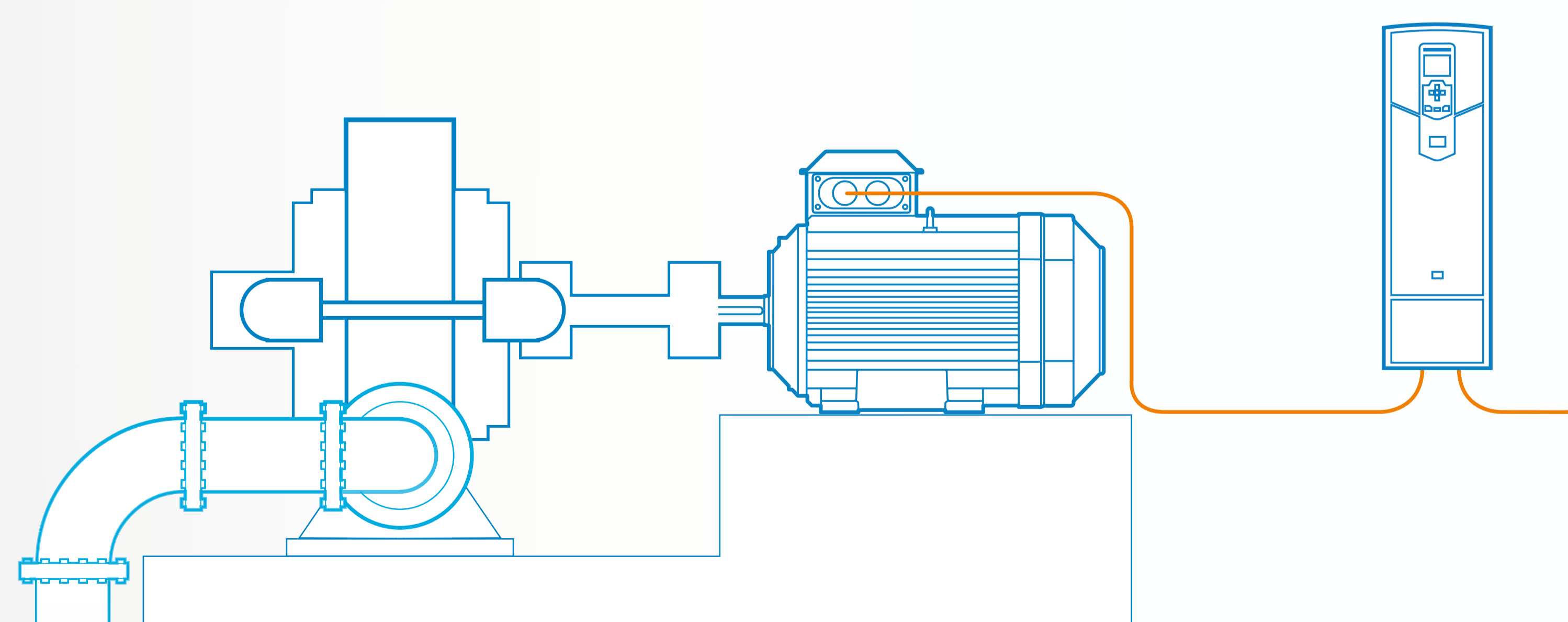
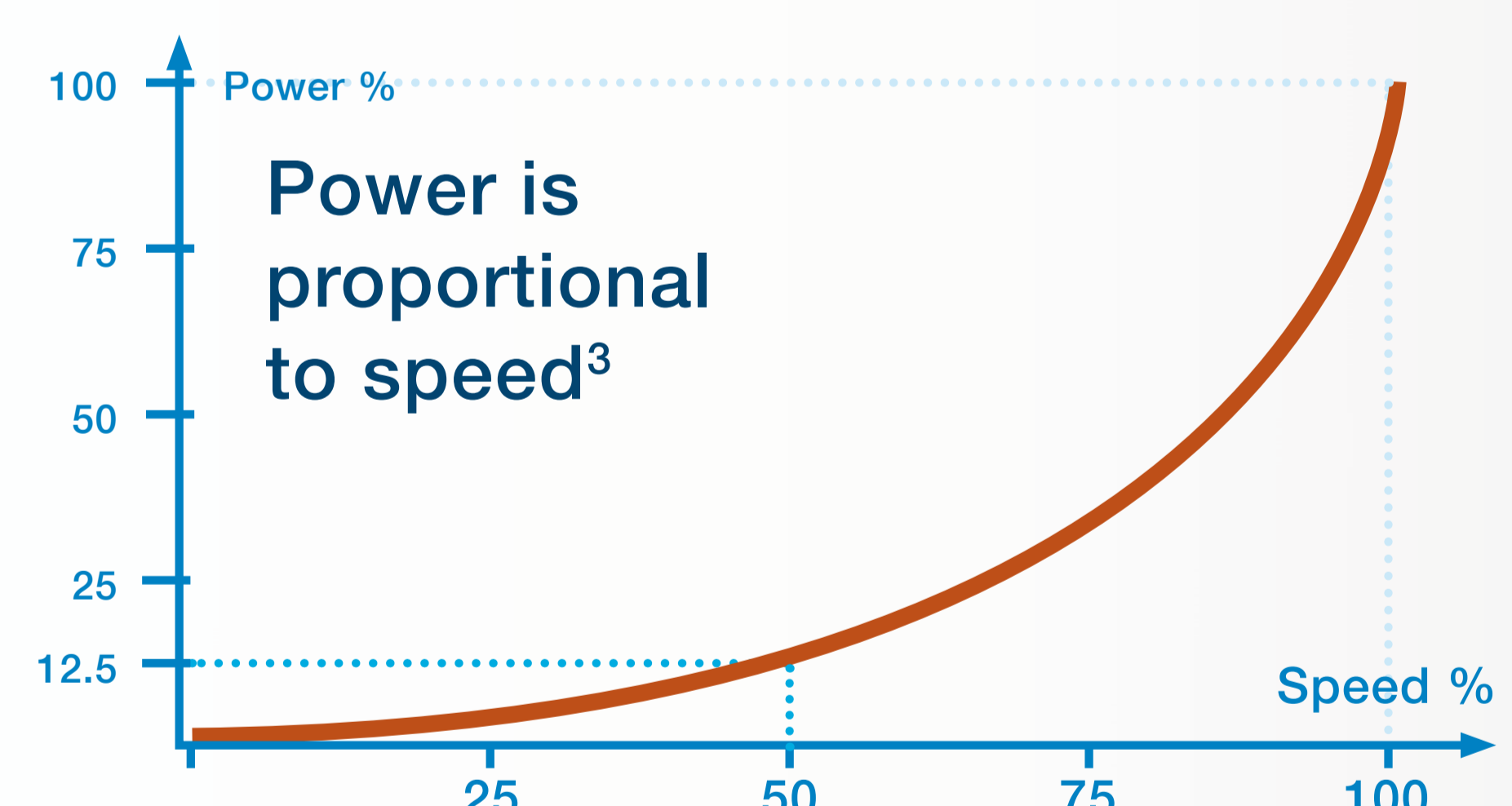


Motors consume about **28%** of the world's electricity.



An intelligent motor control method can help in solving the energy challenges we all face

Variable speed drives regulate the speed of a motor and can **reduce energy consumption by as much as 30% to 50%** in various applications.



For example, pumps annually consume about **10%** of the world's electricity. With an average saving potential of **40%**, total savings could be **740 billion kWh**.

Energy saved with ABB's variable speed drives

During **40 years**, when ABB has delivered millions of drives to all industries, a huge amount of energy has been saved. The installed base of **ABB drives saved 445 million MWh** in 2014 alone.

Improving energy efficiency worldwide is the **fastest, the most sustainable and the cheapest** way to reduce energy consumption and lower carbon dioxide emissions.

