



Audi Motorsport AG · Wildbachstrasse 9 · 8340 Hinwil

## Audi Revolut F1 Team and adidas reveal glimpse of their first range ahead of team launch in Berlin on 20 January

- › The inaugural collection between the two brands, featuring apparel, footwear and accessories, brings a fresh perspective to the Paddock with sophisticated cuts across a monochromatic palette
- › First-look images feature apparel worn by the team's race drivers Nico Hulkenberg and Gabriel Bortoleto hint at the full range sets to be revealed tomorrow in Berlin
- › Set to be showcased in full on 20 January at the official Audi Revolut F1 Team Lauch Event, the adidas x Audi Revolut F1 Team range will then be available to purchase from 19 February

**Hinwil, January 19, 2026 – Today, Audi Revolut F1 Team and adidas unveil their first performance-optimized team and fanwear range, marking the start of their journey together. Designed expertly for those racing around the track to those cheering in the grandstands, and beyond, the collection fuses style-first design cues with industry-defining technology from two icons of sport performance.**

An embodiment of Audi Revolut F1 Team's ambition to hand-pick like-minded partners, the collection is the first step in two brands working together to bring F1 closer to fans - through the launch of a unique range of apparel to the venue chosen to bring it to life.

Following the multi-year partnership announcement, which saw adidas become the official team partner of Audi Revolut F1 Team – and in preparation of the team's much-anticipated entry to the grid – the pieces set out to bring a touch of style on and off the track. Incorporating adidas' latest technologies, the collection comprises of technical pieces tailored specifically for all the team – from drivers and engineers to mechanics – as well as ensuring the team's dedicated fanbase can showcase the looks, no matter where they are supporting across the globe.

At the core of the collection, subtle red accents act as a unifying design anchor, subtly mirroring the performance and functionality of the Audi Revolut F1 Team car itself. Embracing greyscale hues, inspired by the strength and stealth of titanium feature on the car, the silhouettes tap into a powerful yet refined aesthetic, complete with minimalistic line designs and branding. Comprising of around 160 pieces, key highlights from the drop include:

- › **Driver wear:** Against a simple monochrome base, the collarless jersey features light grey three stripe branding on the shoulders, offset by red line highlights on the sleeves and inner neckline.
- › **Engineers:** The tee exudes elegance through its close-to-the-body cut, contrasted by the oversized puffers and jackets – all complete and tied together with subtle red highlights.
- › **Mechanics:** Rooted in a distinct utility black, charcoal and graphite colourway, the jacket comes with a strategic zipper shape that significantly increases pocket space, whilst adidas' CLIMACOOL technology supports optimal temperature regulation.
- › **Footwear:** A bespoke ADIZERO EVO SL 2 taps into the grey and red colour palette to complete the coordinated team wear looks. Serving up all-round comfort with a Lightstrike Pro midsole, the silhouette maintains a stripped-back aesthetic whilst ensuring the entire team is equipped with a lightweight offering.

**Stefano Battiston, Chief Commercial Officer of Audi Revolut F1 Team:** "Bringing a sport as immense as F1 to life in the broader fan community can be daunting but we have found in adidas a partner with whom we can redefine teamwear, lifestyle and technical apparel. We cannot wait to not only wear this at the track but also to see it around the world as we contest the Formula 1 World Championship."

**Nico Hulkenberg, Driver Audi Revolut F1 Team:** "The first time representing two leading icons on the track. Wearing the three stripes next to the four rings is a huge moment, and I'm excited to put on the jersey that has been built with precision and driven forward by adidas' highest level of technical detailing – meaning it delivers style, functionality and hopefully a lot of speed."

**Gabriel Bortoleto, Driver Audi Revolut F1 Team:** "Working with adidas is an incredible opportunity for our team. In a sport fuelled by constant advancement and innovation, having the best in the game designing pieces for athletes, to meet their needs to perform at the top, is incredible. Knowing our kit has been crafted with careful thought and tailored to what we require, makes that first moment that I get to wear it, alongside my team, in front of our fans, even more special."

**Michael Batz, Motorsport Category GM at adidas:** "We are excited to officially mark the start of our journey with Audi Revolut F1 Team, through a full teamwear collection which features adidas' signature design and best in class technology at the forefront. Expertly crafted for the team to introduce themselves to the grid with style, each piece embodies the power, strength, and design of the car to meet the overall build up-to race-day demands. We can't wait to see it in the paddock and stands across upcoming race weekends!"

The adidas x Audi Revolut F1 Team's teamwear collection will be formally unveiled in Berlin on 20 January at the official Audi Revolut F1 Team Launch Event, signalling the first moment the two brands will come together to announce the team's new identity. The launch will be livestreamed via [www.audif1.com](http://www.audif1.com).

The full teamwear drop, designed for the drivers and beyond, will be available to purchase from 19 February at [adidas.com/motorsport](http://adidas.com/motorsport), [www.audif1.com](http://www.audif1.com) and a worldwide selection of adidas wholesale accounts.

#### Contact:

Vanessa Roettger  
Brand Communications, Audi Revolut F1 Team  
+41 79 75 75 285  
[vanessa.roettger@audif1.com](mailto:vanessa.roettger@audif1.com)  
[www.audif1.com](http://www.audif1.com)

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#### About Audi Revolut F1 Team

Audi Revolut F1 Team is the official factory team of Audi, as the brand enters the FIA Formula 1 World Championship for the first time in 2026. This project, in which Audi will create its own hybrid drive system ('power unit') developed in Germany, represents the ultimate expression of the manufacturer's 'Vorsprung durch Technik' philosophy and embodies a long-term commitment to compete at the pinnacle of motorsport with the clear objective of challenging for world championships by 2030. Audi Revolut F1 Team is based in three locations: the power unit is developed by Audi Formula Racing GmbH at the Audi Competence Center Motorsport in Neuburg, Germany; the chassis is engineered and race operations are managed from the state-of-the-art facilities of Audi Motorsport AG in Hinwil, Switzerland; while the Audi Motorsport Technology Centre UK in Bicester, United Kingdom, provides a foothold in the heart of 'Motorsport Valley', with direct access to top F1 talent and key strategic partners. This integrated structure provides complete control over the project, embedding a culture of precision, innovation, and relentless performance. Audi's entry is strategically timed to coincide with new Formula 1 regulations focused on increased electrification, as the electric share of the hybrid drive is raised to almost 50%, and the introduction of 100% sustainable fuels. The entry into Formula 1, one of the most important platforms in the world, serves as a high-tech catalyst for the entire Audi brand, acting as a global stage to demonstrate technological leadership and connect with new, diverse audiences by creating cultural impact that resonates far beyond the race track.

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#### About Partner

adidas is a global leader in the sporting goods industry. Headquartered in Herzogenaurach/Germany, the company employs more than 59,000 people across the globe and generated sales of € 21.4 billion in 2023.

For more information, please visit [www.adidas-group.com](http://www.adidas-group.com).

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Note: team partner logos added at the end from team launch onward