



Audi Motorsport AG · Wildbachstrasse 9 · 8340 Hinwil

## Audi Revolut F1 Team announces ic! berlin as official partner

- › A partnership built on minimalist design, engineering precision and performance-driven innovation
- › ic! berlin's distinctive design language brings clarity, confidence and style to the paddock
- › The partnership reflects a shared belief that true performance is defined by intelligent purposeful design

**Hinwil, February 10, 2026 – Audi Revolut F1 Team today announces a new partnership with ic! berlin, a Marcolin-owned German eyewear brand, bringing together two organisations driven by precision engineering, functional design and a clear, modern aesthetic. The partnership is rooted in a shared approach to performance, where innovation is purposeful, design is minimalistic and every detail serves a function.**

Renowned for its expert engineering and distinctive screwless hinge mechanism, ic! berlin creates eyewear defined by durability, flexibility and comfort. The brand's name — pronounced "I see!" — reflects the moment of clarity experienced when discovering how intelligent design can elevate both form and function.

The partnership unites two brands where form and function are inseparable. In Formula 1, performance extends beyond the car to encompass focus, precision and confidence, qualities that align naturally with ic! berlin's approach to product design.

As Official Eyewear Partner, ic! berlin will support Audi Revolut F1 Team on and off the track, bringing a refined, contemporary sense of style to a high-performance environment. The partnership speaks to modern, design-driven audiences who value precision, authenticity and understated confidence.

**Stefano Battiston, Chief Commercial Officer of Audi Revolut F1 Team:** "At Audi Revolut F1 Team, we are building a brand defined by clarity, confidence and a modern design language. ic! berlin shares this mindset, translating engineering expertise into products with a strong, minimalist identity. This partnership goes beyond function; it is about aligning with brands that bring a clear point of view and elevate how our team is represented within the paddock. Together, we share a belief that true performance and style come from intelligent design and purposeful innovation."

**Nicola Zotta, Managing Director of Marcolin, parent company of ic! berlin:** "We are thrilled to partner with Audi Revolut F1 Team, who represent a new, highly refined expression of style and design in Formula 1. Our eyewear is engineered with the same focus on precision, clear design and intelligent detail, making it a seamless extension of the team's design language within the paddock. This partnership allows us to position ic! berlin at the intersection of style and performance in one of the world's most premium sporting environments."

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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 ic! berlin**

ic! berlin is a pioneer in screwless, high-end stainless-steel eyewear. We design, engineer and manufacture ultra-light and flexible frames that defy convention. Expertly crafted in Berlin for those who seek ingenious solutions and ultimate wearability. Since 1996, ic! berlin has revolutionized the eyewear industry with a completely new approach: Ultralight frames made of cold-rolled stainless steel combined with a patented, screwless hinge created a bold and unique aesthetic. Glasses from ic! berlin stand for weightless wear comfort and unconventional design combined with the highest precision and quality. All collections are designed, crafted and quality controlled by hand in the Berlin HQ.

ic! berlin has been a Marcolin Group company since end of 2023 and is represented in over 100 countries worldwide.

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**Revolut****visit  
QATAR**

The bp logo, featuring a stylized sunburst design next to the letters 'bp'.

The Castrol logo, featuring a stylized oil drop next to the word 'Castrol'.

**Aleph**

The NEXO logo, featuring a stylized flame or wave design.

**ninjaOne**

The Gillette logo, featuring the word 'Gillette' in a bold, italicized font.

The 'WORLD OF HYATT' logo, featuring the words 'WORLD OF HYATT' in a bold, sans-serif font.

The perk+ logo, featuring the word 'perk+' with a plus sign.

The ic! berlin logo, featuring the letters 'ic! berlin'.

The Libertex logo, featuring a stylized 'L' and 'T'.

The IIElevenLabs logo, featuring the words 'IIElevenLabs'.

The CAMOZZI logo, featuring a stylized 'C' and 'M'.

The Piquadro logo, featuring the word 'PIQUADRO' in a stylized font.



The Pirelli logo, featuring the word 'PIRELLI' in a stylized font.

The Extreme Networks logo, featuring the word 'EXTREME' in a stylized font.

The Specialized logo, featuring the word 'SPECIALIZED' in a stylized font.

The Bell logo, featuring the word 'BELL' in a stylized font.

The Jig Space logo, featuring the word 'Jig Space'.



The Mammoet logo, featuring the word 'MAMMOET'.

The Sabett logo, featuring the word 'SABETT'.