



Audi Motorsport AG · Wildbachstrasse 9 · 8340 Hinwil

Audi Revolut F1 Team announces Piquadro as official luxury luggage partner

- › Partnership connects performance, mobility and premium travel
- › Collaboration supports the team's global travel demands across a 24-race Formula 1 calendar
- › Shared focus on performance, technology and function-driven design

Hinwil/Milan, January 19, 2026 – Audi Revolut F1 Team today announced a new partnership with Piquadro, the premium Italian luggage brand renowned for its high-performance business and travel accessories. For the 2026 season and beyond, Piquadro becomes the official luxury luggage partner of Audi Revolut F1 Team.

Competing across a 24-race Formula 1 calendar, Audi Revolut F1 Team operates on a truly global scale, with personnel travelling continuously between race venues across multiple continents. Efficient, reliable and precisely engineered travel solutions play a critical role in supporting the team's operational effectiveness throughout the season.

As part of the partnership, Piquadro will equip the team with a range of high-performance luxury luggage and backpacks. Engineered for the demands of constant movement, these products integrate robust construction with intelligent design and smart organization, ensuring the team can move with speed and efficiency between events.

Piquadro's product philosophy, where engineering, technology and function are closely integrated, makes them a natural strategic partner for the team. Both brands share a commitment to performance and reliability, supported by a strong technological culture and a continuous pursuit of excellence. For Audi Revolut F1 Team, luggage becomes more than an accessory: it is a functional tool that supports performance in a fast-moving, high-pressure environment and reflects a shared vision focused on innovation, quality and attention to detail.

Stefano Battiston, Chief Commercial Officer of Audi Revolut F1 Team:

"With a 24-race global calendar, the way our team travels has a direct impact on how effectively we operate. High-quality, reliable luggage is not a lifestyle detail for us; it supports our people as they move continuously between factory, track and destinations worldwide, often under significant time pressure. Our partnership with Piquadro is built around developing bespoke products tailored to the specific needs of our team, ensuring functionality, durability and efficiency in real operating conditions. By applying technology with a clear focus on function and performance, Piquadro delivers well-engineered, high-quality solutions that support us throughout the Formula 1 season."

Marco Palmieri, President and CEO of the Piquadro Group: "Formula 1 represents one of the highest expressions of technological excellence and it is an ecosystem we know and value deeply. For Piquadro, performance, speed, precision and passion are not simply values, but core principles that guide our strategic choices and long-term development. This collaboration marks a significant step forward in our journey, alongside a brand with a strong engineering culture and a clear, future-focused vision. It is an opportunity that allows us to further devolve our idea of mobility, integrating innovation, functionality and attention to detail in an environment where excellence is not optional, but essential."

Contact:

Vanessa Roettger
Brand Communications, Audi Revolut F1 Team
+41 79 75 75 285

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.

About Piquadro S.p.A.

Piquadro is an Italian tech-design brand specializing in premium products for work, travel, and leisure. Founded in 1998 by Marco Palmieri, Piquadro was conceived as an industrial project driven by a clear idea: to design objects that simplify movement, improve performance, and respond to the real needs of people who travel frequently for work and leisure. From the outset, the brand has combined technological innovation with Italian design culture, placing functionality, durability, and intelligent solutions at the core of every product. Under this vision, Piquadro has developed a distinctive identity based on continuous research, attention to materials, and an engineering-driven approach to leather goods. Design is never decorative, but purposeful; technology is integrated discreetly to enhance everyday performance. The brand speaks to men and women who value efficiency, quality, and understated elegance over seasonal trends. Sustainability is an integral part of this industrial vision. Piquadro sources its leathers from a responsible supply chain certified by the Leather Working Group (LWG), while fabrics are high-performance technical materials made from recycled fibers. The company is carbon neutral for Scope 1 and Scope 2 emissions, a commitment shared across the Piquadro Group, which also includes : *the historic Florentine leather goods company The Bridge* and *the prestigious Parisian luxury leather goods Maison Lancel*. This long-term approach has been recognized with the Corporate Standard Ethics Rating (SER) "EE-", reflecting solid compliance with international sustainability standards. Today, the Piquadro Group operates a distribution network spanning more than 50 countries worldwide, with over 170 points of sale, including 87 Piquadro boutiques, 14 The Bridge boutiques, and 70 Lancel boutiques, managed through a balanced mix of directly operated and franchised stores. For the 2024/2025 financial year, ended on 31 March 2025, the Piquadro Group reported consolidated revenues of €183.6 million. Piquadro S.p.A., has been listed on the Italian Stock Exchange since October 2007, reflecting a long-term industrial vision focused on sustainable growth, innovation, and international development.
