



Audi Motorsport AG · Wildbachstrasse 9 · 8340 Hinwil

Audi Revolut F1 Team announces World of Hyatt as official hospitality partner

- › Unites two premium brands ahead of the team's Formula 1 debut in 2026
- › Exclusive hospitality and experiential access for World of Hyatt members across selected races and team events
- › Premium activations and destination-led experiences across key moments of the Formula 1 season

Hinwil/Chicago, January 14, 2026 – Audi Revolut F1 Team today announced World of Hyatt as official hospitality partner, bringing together two premium global brands as the team enters the FIA Formula One World Championship in 2026.

World of Hyatt will partner with Audi Revolut F1 Team throughout the Formula 1 season and beyond, supporting the team across key moments on and off the grid by creating high-end hospitality experiences that reflect a shared pursuit of perfection for guests, partners and fans at races and team events worldwide. World of Hyatt, Hyatt's award-winning loyalty platform, will be featured on the car and team assets.

World of Hyatt will provide its members and luxury travellers with access to curated Formula 1 experiences during key Grand Prix weekends and team events. Offering bespoke travel programs, these activations will bring fans closer to the team by blending the world of elite motorsport with Hyatt's global portfolio of hotels in iconic Formula 1 destinations.

Stefano Battiston, Chief Commercial Officer of Audi Revolut F1 Team: "Hospitality plays a central role in Formula 1. With a truly global calendar, it is essential not only for how we welcome partners, guests and fans, but also for how we support our own team as it travels continuously throughout the season. World of Hyatt's entry into Formula 1 comes at a natural moment in our own journey as a new team, and this brings together two brands with a shared focus on quality, experience and long-term thinking. Together with World of Hyatt, we will take the Formula 1 experience beyond the racetrack, creating elevated, behind-the-scenes moments that bring fans closer to Audi Revolut F1 Team in new and meaningful ways."

Mark Hoplamazian, President and Chief Executive Officer, Hyatt: "World of Hyatt and Audi Revolut F1 Team coming together allows us to take the excitement of Formula 1 beyond the circuit and into unforgettable travel experiences for our members. With an unmatched global portfolio of hotels and resorts in many of the world's most iconic F1 destinations, we're uniquely positioned to connect guests and members to the energy, creativity, and culture that surround races. We're excited to bring this to life through curated experiences and special offerings that reflect the quality and innovation both brands are known for."

The term "Hyatt" is used in this release to refer to Hyatt Hotels Corporation and/or one or more of its affiliates.

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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.

About World of Hyatt

World of Hyatt is Hyatt's award-winning guest loyalty program uniting participating locations in Hyatt's Luxury Portfolio, including Park Hyatt®, Alila®, Miraval®, Impression by Secrets, and The Unbound Collection by Hyatt®; the Lifestyle Portfolio, including Andaz®, Thompson Hotels®, The Standard®, Dream® Hotels, The StandardX, Breathless Resorts & Spas®, JdV by Hyatt®, Bunkhouse® Hotels, and Me and All Hotels; the Inclusive Collection, including Zoëtry® Wellness & Spa Resorts, Hyatt Ziva®, Hyatt Zilara®, Secrets® Resorts & Spas, Dreams® Resorts & Spas, Hyatt Vivid Hotels & Resorts, Sunscape® Resorts & Spas, and Alua Hotels & Resorts®; the Classics Portfolio, including Grand Hyatt®, Hyatt Regency®, Destination by Hyatt®, Hyatt Centric®, Hyatt Vacation Club®, and Hyatt®; and the Essentials Portfolio, including Caption by Hyatt®, Hyatt Place®, Hyatt House®, Hyatt Studios, and UrCove. Members who book directly through Hyatt channels can enjoy personalized care and access to distinct benefits including Guest of Honor, confirmed suite upgrades at time of booking, diverse wellbeing offerings, digital key, and exclusive member rates. With 61 million members and counting, World of Hyatt offers a variety of ways to earn and redeem points for hotel stays, dining and spa services, wellbeing focused experiences through the FIND platform; as well as the benefits of Hyatt's strategic loyalty collaboration with American Airlines AAdvantage®. Travelers can enroll for free at [hyatt.com](https://www.hyatt.com), download the World of Hyatt app for android and IOS devices and connect with World of Hyatt on Facebook, Instagram, TikTok and X.
