

AUDI REVOLUT F1 TEAM BRINGS FORMULA 1 INTO THE HEART OF SINGAPORE

- › “The Art of Influence” takes Audi Revolut F1 Team beyond the circuit through experiences spanning food, fashion, community sport, retail, entertainment and public viewing
- › Collaborations with global partners, local businesses and communities create multiple ways for fans to experience the team across Singapore
- › A dedicated digital hub invites fans in Singapore and around the world to register, collect Audi Revolut F1® Team Cards and compete for a VIP trip to the Las Vegas Grand Prix

Hinwil, September 28, 2026 – Audi Revolut F1 Team is bringing Formula 1 beyond the circuit and into the heart of Singapore with “The Art of Influence,” race-week programme designed to open the sport to more people across the city.

Through experiences spanning food, fashion, community sport, retail, entertainment and public viewing, fans will be able to connect with the team without requiring a race ticket or access to the paddock. The programme brings together Audi, the team’s global partners and Singaporean businesses and communities to create one connected experience across the city.

Throughout race week, 'The Art of Influence' will turn locations across Singapore into opportunities to experience Audi Revolut F1 Team in new ways. From running through the city and discovering its food culture to seeing the team's show car, watching the racing with other fans and engaging online, each experience brings Formula 1 closer to the people and reflects a different side of Singapore.

Every experience connects to a central hub on audif1.com, where fans can register to collect digital Team Cards by visiting selected locations, joining activities and engaging with campaign content online. The Team Cards unlock exclusive collectibles and entries into prize draws for team experiences. The platform keeps the relationship between fans and team going beyond race week, giving registered fans access to further content, rewards and opportunities from Audi Revolut F1 Team. By collecting Team Cards throughout the Singapore Grand Prix, fans can turn one night race into another. Each unlocked card earns one entry into the prize draw, with one winner and a guest receiving a VIP trip to the Las Vegas Grand Prix.

The campaign will also come to life through a special Singapore fanwear collection created with adidas. Featuring a distinctive pattern that translates the city’s cultural diversity, architecture and energy into a contemporary design, the collection forms part of a wider creative identity that will unfold across the team’s presence throughout the race weekend.

ACTIVATIONS AT A GLANCE

Among the highlights is GABICO, an exclusive gelato flavour created by Audi Revolut F1 Team drivers in collaboration with Singaporean botanical gelato brand Birds of Paradise. Combining the names of drivers Gabriel Bortoleto and Nico Hulkenberg, the collaboration brings together the team’s personality and Singapore’s celebrated food culture in an experience fans can taste for themselves.

GABICO will be available at their Craig Road and Beach Road locations from 3-11 October. By engaging with the collaboration through the campaign hub, participants can also unlock a dedicated Audi Revolut F1 Team Card and earn an additional entry into the prize draw.

At the Audi House of Progress, visitors will find the Audi RS 5 on display alongside a collaboration with Burnt Ends Bakery. Together with Michelin-starred chef Dave Pynt, the team will offer a weekly special exclusive to the activation, as well as premium coffee and freshly baked products in co-branded packaging. Visitors will also have the chance to win items from the Singapore collection.

At Funan Mall, Audi and adidas will bring the team into the heart of the city through a joint branded space, with the R26 show car decorating the entrance of the mall. Inside, visitors will find the RS5 on display, the Singapore collection will be showcased on mannequins, with merchandise available to purchase at the adidas store. Fans will also have the opportunity to see the team's drivers at a public appearance at Funan Mall.

The race-week programme will see a community run created with adidas, World of Hyatt and local running clubs on Sunday morning. Starting at Andaz Singapore, participants will follow a coastal route to Funan Mall, where they can take a photograph with the Audi R26 show car, before returning to the hotel for refreshments. Runners can register through the adidas Running app. Participants who complete the run can claim their digital team card and enter a prize draw for the chance to win a kit from the Singapore special collection.

At Paulaner Brewery, fans will be able to watch the on-track action together as the venue undergoes a co-branded race-week transformation. Public viewing sessions will feature dedicated broadcasts, limited-edition merchandise and a venue-specific digital badge to enter the prize draw.

Head of Race Strategy Rithvik Dhananjay will also draw on his family connection to Singapore and personal passion for its culinary heritage in an original content series. His favourite local destinations will be brought together in an Audi Revolut F1 Team food guide, giving fans a personal route through the city's hawker centres and street-food culture.

Stefano Battiston, Chief Brand and Commercial Officer, Audi Revolut F1 Team: "From the beginning, we promised to bring Formula 1 closer to people. In Singapore, we are putting that promise into practice through experiences shaped by the city's culture and communities. Our multi-brand powerhouse makes this possible, bringing partners and local businesses together to create something people can be part of, whether or not they have a race ticket. We want those connections to last well beyond race week."

SCHEDULE OF PUBLIC ACTIVATIONS

October 3rd – 11th

Birds of Paradise "Gabico" collaboration

2 Locations: Craig Road and Beach Road

Public access: Mon – Thu & Sun: 12PM – 10PM, Fri–Sat: 12PM – 10:30PM

October 3rd – 11th

Burnt Ends Bakery collaboration

Audi House of Progress

Public access: Open every day from 8AM – 4PM

October 8th – 11th

Audi R26 show car & RS 5 display

Funan Mall

Public access: 10AM - 10PM

October 8th – 11th

Singapore Grand Prix public viewing

Paulaner Brewery

Public access: Thu: 11AM–12AM, Fri – Sun: 11AM–1AM

October 11, 7:00 AM

adidas community run, 4KM

Start Location: Andaz Singapore, 5 Fraser Street, Singapore 189354

Distance: 4KM Loop

Registration: adidas Running app

For the full programme, participation details and terms and conditions, visit audif1.com

Official imagery is available for download at the Audi Revolut F1 Team content hub: <https://contenthub.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.

