



Audi Motorsport AG · Wildbachstrasse 9 · 8340 Hinwil

Audi Revolut F1 Team brings its Off-Track Experience to Miami during Formula 1 race week

- › Wynwood's MAPS Backlot anchors the team's presence in Miami, blending Formula 1 with the city's art, music and cultural energy
- › City-wide programme spans live race screenings, immersive fan experiences, partner activations and local collaborations, from Wynwood to various locations of Rosetta Bakery
- › Miami marks the second chapter of Audi Revolut F1 Team's global Off-Track platform following its debut in Melbourne

Hinwil, April 21, 2026 – Audi Revolut F1 Team marks the second chapter of the team's global off-track experience in Miami. Following on from a highly successful debut in Melbourne, the team is set to bring Formula 1 closer to fans and communities once again, creating a dedicated presence in the city throughout race week. With activities ranging from collaborations with iconic bakeries to DJ sessions and street art, fans will experience F1 in Miami in new ways.

Wynwood's MAPS Backlot will transform into an open, high-energy experience where fans, partners and media can step inside the world of Audi Revolut F1 Team. Open from Thursday to Sunday, the venue will host live screenings of every on-track session alongside a curated programme of interactive experiences, partner activations and cultural moments. Daily sunset DJ sessions will bring the space to life each evening, while a dedicated Gillette barber corner offers race-week grooming experiences. Premium hospitality, including a refreshment bar powered by Perk, infused with local Latin influences, sits alongside a range of fan-focused activations. Guests can explore interactive racing simulators powered by Audi, a cinematic 180° spatial film experience on Apple Vision Pro, and mission-control inspired installations, alongside a curated display of the official adidas merchandise collection.

Located in the heart of Wynwood, MAPS Backlot sits within one of Miami's most recognised art districts, known for its large-scale murals and ever-evolving street art. The venue's exterior will be transformed by a mural from Miami-local artist Hoxxoh, visually guiding fans into the space as the artwork extends seamlessly into the inside of the venue. A live poster printing station will run throughout the event, producing designs directly inspired by the mural. The full installation will be completed ahead of race week on 29 April.

Extending beyond Wynwood, the activation also reaches into Miami's everyday cultural spaces. In collaboration with Rosetta Bakery, a staple of Miami's café culture, the team creates an additional race-week touchpoint, embedding itself into the city's lifestyle and offering fans a more informal way to connect with the brand.

Stefano Battiston, Chief Commercial Officer of Audi Revolut F1 Team: "We are excited to bring our off-track experience to the 305 and continue building our presence beyond the circuit. Formula 1 is evolving in a broader cultural experience, and Miami is one of the clearest expressions of that: a city where sport, music, art and lifestyle come together. By creating a home for our fans and the community during race week, we are opening our world and inviting

people to engage with us in a way that feels authentic to the city. Following Melbourne, this is another important step in how we, alongside our partners, connect with audiences globally."

Schedule of Key Public Activations

Saturday, April 25th – Sunday, May 3rd

Co-branded takeover of 9 Rosetta Bakery locations.

Thursday, April 30th (from 12PM)

Public opening of Audi Revolut F1 Team Miami Experience at MAPS, Backlot.

Thursday, April 30th (evening)

Public appearance by driver Gabriel Bortoleto.

Friday, May 1st – Sunday, May 3rd

Audi Revolut F1 Team Miami Experience open to public with screenings of all race sessions live on Apple TV.

Friday, May 1st (evening)

Public appearance by Head of Audi F1 Project Mattia Binotto.

Thursday, April 30th – May 3rd (From 6PM)

DJ Sundowner Session.

Friday's DJ Sundowner Session is presented by Perk.

For full programme details and public access information, please visit audif1.com

Official imagery is available for download at the Audi Revolut F1 Team content hub:

<https://contenthub.audif1.com/en>

Contact:

Vanessa Roettger
External Communications, Audi Revolut F1 Team
vanessa.roettger@audif1.com

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.

