



Audi Motorsport AG · Wildbachstrasse 9 · 8340 Hinwil

## Audi Revolut F1 Team comes to life in Melbourne with city-wide activity for its Formula 1 debut

- › F1 team set to take over AFLOAT, a premium floating bar and cantina on the Yarra River in the heart of Melbourne, showcasing the R26 F1 car alongside iconic Audi race cars
- › Global partners bp, Castrol, Gillette, adidas and Revolut power race-week fuel station takeovers, barber experiences, community runs, immersive installations and sunset DJ sets
- › Collaborations with Melbourne favourites Nico's Deli and Axil Coffee Roasters embed the team into the city's food and coffee culture

**Hinwil, February 26, 2026 – As Audi Revolut F1 Team prepares to compete in its first-ever FIA Formula 1 World Championship race, the team will not only mark its debut on track, but across the city of Melbourne too.**

Rather than confining itself to the circuit, Audi Revolut F1 Team is transforming race week into a city-wide cultural moment. From the Yarra River to local cafés, from fuel stations to community run clubs, the team is creating its first open platform where fans can step inside the F1 world.

The centrepiece of this initiative is AFLOAT, the premium floating venue on the Yarra River, which will serve as the team's public headquarters throughout the Australian Grand Prix weekend. Open to fans from Thursday onwards, AFLOAT becomes a floating fan pavilion: a space to watch every on-track session live, experience the team's design and engineering story, and engage directly with its identity.

Visitors will be able to see the Audi Revolut F1 Team R26 show car up close, displayed alongside an icon of Audi's motorsport heritage: the legendary 'Crocodile' liveried Audi R8 LMP, winner of the 2000 "Race of a Thousand Years" in Adelaide. Interactive racing simulators, a cinematic 180° spatial film experience on Apple Vision Pro, and mission-control inspired installations bring fans closer to the technology, precision and ambition behind the project.

But the activation extends well beyond the river. In a city globally recognised for its cultural vibrancy, Audi Revolut F1 Team is embedding itself into Melbourne's everyday rituals and institutions — ensuring its debut feels connected, not parachuted in.

In collaboration with cult-favourite Nico's Deli, drivers Nico Hulkenberg and Gabriel Bortoleto have each created their own signature sandwich for race week. The limited-edition creations — labelled with their race numbers '#27' and '#5' — reflect the drivers' personal tastes and bring a human dimension to the team's debut. Available for nine days across four locations in co-branded packaging, the collaboration places Formula 1 into one of Melbourne's most celebrated food destinations.

Recognising Melbourne's status as one of the world's great coffee cities, the team will also collaborate with Axil Coffee Roasters. Across 16 locations, from the CBD to Melbourne

University and Melbourne Airport, co-branded race week coffee experiences integrate the team into the daily rhythm of the city.

Together with its global partners, Audi Revolut F1 Team extends this presence even further. bp will activate beyond the city centre with a dedicated fuel station takeover at AFLOAT, connecting the energy of race week with everyday mobility. The Gillette Barber Box offers race-ready styling with leading Melbourne barbers. adidas brings the community together through race weekend social runs, reinforcing the team's spirit of movement and an active lifestyle. Title partner Revolut curates sunset DJ sets across the week at AFLOAT and hosts "OverTake: The After Party" at The Timber Yard Melbourne on Saturday evening.

Collectively, the programme signals how Audi Revolut F1 Team intends to operate in Formula 1: as a platform where performance, culture and community intersect.

**Stefano Battiston, Chief Commercial Officer of Audi Revolut F1 Team:** "Our entry into Formula 1 is not only about competing on track. It is about how we show up as a brand. Melbourne is one of the world's great Formula 1 cities, and for our first race we wanted to create something open, accessible and culturally-connected. By creating a go-to spot at AFLOAT and embedding ourselves into the city through food, coffee, sport and music, we are turning race week into a shared experience and bring the sport closer to the people and communities. Together with our partners, we are creating our first public space where fans can engage with Audi Revolut F1 Team from day one. Importantly, this is not a one-off moment. Melbourne is the first in a series of city-wide platforms that we will activate throughout the season as we introduce Audi Revolut F1 Team to new audiences around the world. Formula 1 is a global cultural stage, and we intend to show up in ways that are consistent, creative and connected to the cities we visit."

#### **Schedule of Key Public Activations:**

Saturday, February 28th – Sunday, March 8th  
Co-branded coffee available at 16 Axil Coffee Roasters locations.

Saturday, February 28th – Sunday, March 8th  
Limited-edition sandwiches #27' and '#5 at four Nico's Deli locations.

Wednesday, March 4th (17:00)  
Driver Gabriel Bortoleto appearance at Melbourne Central Shot Tower.

Thursday, March 5th (from 11:00)  
Public opening of Audi Revolut F1 Team at AFLOAT.

Friday, March 6th – Sunday, March 8th  
AFLOAT open to the public with live screenings of all Free Practice, Qualifying and Race sessions.

Saturday, March 7th (from 21:00)  
"OverTake: The After Party" hosted by Revolut at The Timber Yard Melbourne (ticketed event).

Saturday, March 7th & Sunday, March 8th (Start 8:00)  
adidas Community Run.

For full programme details and public access information, please visit <https://www.audif1.com/en/2026/melbourne/activation/overview>

Official imagery is available for download at the Audi Revolut F1 Team content hub: <https://contenthub.audif1.com/en>

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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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