
Audi Revolut F1 Team ignites 2026 campaign with successful first fire-up

- > Pivotal milestone reached as the Audi Power Unit is brought to life for the first time within the 2026 chassis
- > Successful fire-up marks the result of years of development and close collaboration between the team's facilities in Neuburg, Hinwil, and Bicester
- > New Content Hub of the Audi Revolut F1 Team offers exclusive team information and materials, media representatives can register to receive future releases

Ingolstadt/Hinwil, January 7, 2026 –Audi Revolut F1 Team successfully completed the inaugural fire-up of its car for the 2026 season, a significant milestone in its journey to the FIA Formula 1 World Championship. The event, held at the team's Hinwil facility on December 19, 2025, marks the first time the Audi Power Unit has been run while installed in the chassis, symbolising the project's transition from design to dynamic reality.

The fire-up is a fundamental checkpoint in any Formula 1 program, validating years of development and confirming the successful integration of the core components. For the Audi F1 project, it is the tangible result of intense, cross-functional collaboration between the team's powertrain division in Neuburg, Germany, and the chassis team in Hinwil, Switzerland, as well as the new Technical Centre in Bicester, UK. It marks the deeply emotional moment in which the car comes alive for the first time – the culmination of the work and dedication of hundreds of individuals across every part of this project.

This achievement establishes a solid technical baseline as the team continues to work towards the major regulation shift in 2026. The successful operation of the integrated unit is a testament to the precision and determination driving the project forward.

Gernot Döllner, CEO of AUDI AG and Chairman of the Board of Audi Motorsport AG: “For Audi, entering Formula 1 is a key part of our brand's ongoing renewal. This milestone is a clear demonstration of our ‘Vorsprung durch Technik’ ambition. It is the result of seamless teamwork and a relentless pursuit of excellence that will serve as a guiding example for the entire Audi organisation. This project is a catalyst for change, fostering pride, identity, and enthusiasm. With the fire-up, the hard work of the teams in Hinwil, Neuburg and Bicester now truly comes to life, marking the beginning of an exciting new chapter in Audi's motorsport history.”

Mattia Binotto, Head of the Audi F1 Project: “A fire-up is always a special moment, but this one marks a new beginning. It is the tangible result of our collective ambition and the dedicated work of our teams in Neuburg and Hinwil. Seeing everything come together for the first time gives the entire project incredible energy. We have built a solid foundation for what will be a long journey, defined by our relentless drive to improve.”

Jonathan Wheatley, Team Principal of the Audi Revolut F1 Team: “This successful fire-up is a critical milestone that validates the quality of the work and collaboration across all departments. It energises the entire team and provides a clear focus as we prepare for the next phases of development, including the moment we first bring the car to track. This achievement brings our first race in Melbourne into sharp focus, and we will build on this foundation as one united team.”

With this key objective met, Audi Revolut F1 Team continues its intensive preparations for its debut season. The team's next major milestone will be the global launch event in Berlin on January 20, 2026, where its full race livery and on-track identity will be officially presented ahead of the first collective test session in Barcelona at the end of the month.

Alongside these milestones, the team has set the stage for its first race season from a communications perspective. With the team launch on January 20th in Berlin, the new Content Hub will go live and serve as the central repository for exclusive team content, including news, insights, and regular updates around race weekends. Media representatives will be able to register to join the media distribution list and receive future releases and updates: 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.