



Audi Motorsport AG · Wildbachstrasse 9 · 8340 Hinwil

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## Audi Revolut F1 Team joins adidas at Super Bowl celebration event in San Francisco

**San Francisco, CA, February 8, 2026 — The Audi Revolut F1 Team show car was on display at an adidas event celebrating Super Bowl Weekend in San Francisco, giving fans Stateside an opportunity to get an up-close look at Formula 1 ahead of the 2026 season.**

### **IMAGES:**

Photos from the event are available to download and use rights-free for editorial purposes on the team's Content Hub.

### **Contact:**

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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.