



Audi Motorsport AG · Wildbachstrasse 9 · 8340 Hinwil

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## Audi Revolut F1 Team welcomes Aleph as official partner

- › Supporting Audi Revolut F1 Team's ambition to translate a global Formula 1 platform into locally relevant engagement across key markets
- › Partnership enables activation across a 24-race calendar, strengthening cultural connections with fans and communities worldwide
- › Shared focus on global reach with real local impact, turning visibility into relevance beyond the racetrack

**Hinwil, January 27, 2026 – Audi Revolut F1 Team today announced a new partnership with Aleph, a global leader in digital advertising enablement, appointing Aleph as the team's official partner as the team prepares for its debut in the FIA Formula One World Championship.**

Competing across a 24-race calendar and engaging audiences worldwide, turning global presence into meaningful local impact is a key part of the team's commercial and fan engagement strategy.

The partnership with Aleph supports this ambition by enabling Audi Revolut F1 Team to approach activation with greater local relevance, helping ensure that when the team shows up in key markets, it does so in ways that feel culturally connected; not generic. From identifying local communities and entry points to amplifying activations so they are seen and felt by local audiences, the partnership strengthens the link between the team's global platform and local fan communities.

**Stefano Battiston, Chief Commercial Officer of Audi Revolut F1 Team:** "Audi Revolut F1 Team is built on a global platform, but relevance is always local. We race in different cities, cultures and communities around the world, and our ambition is to activate and deliver value in each of them in a way that feels authentic and brings the sport closer to the fans. Our partnership with Aleph supports our ability to translate a global team platform by connecting with fans on their terms, in their markets and within their cultural context."

**Gastón Taratuta, Founder and CEO of Aleph:** "Audi Revolut F1 Team provides a global platform with strong local engagement. Aleph's focus on innovation, agility, and a 'glo-cal' approach aligns closely with Audi Revolut F1 Team, that's why our partnership feels so powerful and natural. We share in the excitement of the team's debut and look forward to engaging our ecosystem—partners, clients, and employees alike."

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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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**About Aleph**

Aleph is a global leader accelerating digital advertising, and fintech solutions across more than 130 high-growth markets. With 20 years of experience and exclusive partnerships with over 55 of the world's leading digital platforms, Aleph connects media, payments, and local market expertise to enable platforms and businesses to grow and operate globally with speed and compliance. With teams in more than 90 offices worldwide, Aleph combines global scale with deep local execution. Beyond business impact, Aleph drives digital inclusion through its education initiative, Digital Ad Expert, recognized by UNESCO's Global Skills Academy.

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