



Audi Motorsport AG · Wildbachstrasse 9 · 8340 Hinwil

Audi Revolut F1 Team welcomes Gillette as official partner

- › Audi Revolut F1 Team establishes a multi-year strategic partnership with Gillette, naming them as official partner
- › The collaboration unites precision engineering, high performance and cutting-edge innovation
- › Braun and Venus complement the partnership, with brand activations across Formula 1's truly global stage

Hinwil/Boston, January 15, 2026 – Audi Revolut F1 Team today announced a multi-year strategic partnership with world-renowned grooming leader Gillette, naming them as official partner. The partnership will also feature Braun and Gillette Venus, two further iconic brands from P&G's shaving portfolio, together forming an alliance rooted in precision engineering, iconic design, and performance at the highest level.

At the heart of the partnership is a shared commitment to precision. From the intricate tolerances of a Formula 1 car to the exacting geometry of a razor blade, both Audi Revolut F1 Team and Gillette are guided by an uncompromising focus on technical excellence and beautifully engineered products in their own respective fields. For more than a century, Gillette has set the standard in grooming innovation while also helping to shape the evolution of sports marketing, building enduring relationships with elite athletes and world-class sporting platforms. That heritage aligns naturally with Audi Revolut F1 Team's ambition to establish itself at the highest level of motorsport. As the team prepares to join the Formula 1 grid, Gillette has chosen to be part of the journey from the very beginning, supporting the team as it builds a global presence and establishes a strong, distinctive platform in Formula 1.

The partnership is further strengthened by the inclusion of Braun, bringing together two iconic German brands. Braun's famed design heritage and reputation for premium quality products aligns naturally with Audi Revolut F1 Team's approach to engineering and performance, creating an authentic collaboration grounded in craftsmanship and innovation. The inclusion of Venus adds a complementary dimension to the partnership, welcoming a more diverse, female and next-generation audience to the sport and engaging them in relevant and meaningful ways.

Together, the partners will collaborate on integrated branding, bespoke products and retailing, and fan-focused activations that extend beyond the racetrack, creating meaningful cultural moments and immersive experiences throughout the season. The partnership will see Gillette branding featured on Audi Revolut F1 Team's car and assets, reflecting a fully integrated presence from this season onward, including at the team launch in Berlin on January 20th.

Stefano Battiston, Chief Commercial Officer of Audi Revolut F1 Team: "Gillette is one of the most iconic brands in the history of sports marketing, with a legacy built on authentic connections with fans worldwide. Bringing Gillette, together with Braun and Venus, into the world of Formula 1 is a strong statement and a natural fit alongside the outstanding global partners that already support our team. Gillette is a true power brand, one that shares our belief that engineering excellence and beautifully designed products can inspire confidence and emotion. As we launch Audi Revolut F1 Team on a global stage, their expertise in engaging vast consumer audiences makes this a truly powerful, authentic and strategic collaboration that will help us elevate fan experiences in meaningful ways."

Gary Coombe, CEO of Gillette: "We are thrilled to announce our partnership with Audi Revolut F1 Team as they prepare to compete at the pinnacle of motorsport. We are inspired by the team's long-term vision and excited to be part of its journey from the very beginning. This partnership provides a powerful platform to showcase the superior quality and performance of our brands to fans around the world. With Gillette's unrivalled blade technology and Braun's advanced electric engineering, we see clear parallels to Audi Revolut F1 Team and our shared pursuit of performance without compromise."

Together, we will create unmissable retail activations, engaging consumers in innovative ways both on and off the racetrack."

Contact:

Vanessa Roettger
Brand Communications, Audi Revolut F1 Team
+41 79 75 75 285
vanessa.roettger@audif1.com
www.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.

About Gillette

For more than 120 years, Gillette has delivered precision technology and unrivaled product performance – improving the lives of over 800 million consumers around the world. From shaving and body grooming to skincare and sweat protection, Gillette offers a wide variety of products including razors, shave gel (gels, foams, and creams), skin care, aftershaves, antiperspirants, deodorants, and body wash. For more information and the latest news on Gillette, visit www.gillette.com. To see our full selection of products, visit www.gillette.com.

About Braun

Braun, a subsidiary of Procter & Gamble founded in Germany in 1921, develops and manufactures a wide variety of small domestic appliances that marry technical innovation, reliable quality and distinctive design. These range from electric shavers and beauty products to household appliances, watches and speakers. Braun products enjoy worldwide distribution. Please visit www.braun.com for the latest news and in-depth information about the brand.

About Procter & Gamble

P&G serves consumers around the world with one of the strongest portfolios of trusted, quality, leadership brands, including Always®, Ambi Pur®, Ariel®, Bold®, Braun®, Daz®, Fairy®, Febreze®, Gillette®, Head & Shoulders®, Herbal Essences®, Lenor®, Olay®, Oral-B®, Pampers®, Pantene®, Tampax®, Venus® and Vicks®.