

Audi Motorsport AG · Wildbachstrasse 9 · 8340 Hinwil

Audi Revolut F1 Team opens new chapter with immersive Berlin spectacle

- › Audi Revolut F1 Team breaks cover with Audi R26 race livery featuring prominent branding of Title Partner, Revolut
- › Bespoke adidas contemporary teamwear range revealed by drivers Nico Hulkenberg and Gabriel Bortoleto
- › Audi Revolut F1 Team partners transform Kraftwerk into multi-brand activation experience for fans

Berlin, January 20, 2026 – After years of meticulous preparation, Audi Revolut F1 Team today ignited its new era in the FIA Formula 1 World Championship.

At Kraftwerk Berlin, the team made its full global debut in an immersive setting that used light and sound to reimagine the historic power station as a stage for the future of motorsport. Unveiling the team's first full official livery, the iconic venue was transformed into a multi-brand powerhouse, offering guests a first chance to see and hear from those who have been working tirelessly to bring this project to life.

Berlin, a vibrant global hub of progress, culture and technology, was a deliberate venue choice and a statement of the team's ambition to connect with audiences beyond the traditional confines of motorsport.

In a significant move to share this landmark moment, the Kraftwerk experience will open its doors on January 21 to fans who successfully entered a ballot to win tickets.

"Today marks more than a launch; it marks the public declaration of a new era for Audi," explained **Gernot Döllner, CEO of AUDI AG and Chairman of the Board of Management of Audi Motorsport AG**. "Formula 1 is the most demanding stage in the world of motorsport, and we are here not just to compete, but to define the future of 'Vorsprung durch Technik.' This project is a catalyst for our entire company, a symbol of our transformation towards a more performance-driven, efficient, and innovative culture. Our philosophy is one of absolute, long-term commitment. We understand that success in Formula 1 demands relentless perseverance and Audi Revolut F1 Team is not here to make up the numbers; we aim to be fighting for the World Championship by 2030."

Unmistakably Audi Revolut F1 Team

At the heart of the launch was the reveal of the team's complete visual identity. The definitive R26 race livery for the inaugural season is a direct application of Audi's new design philosophy: clear, technical, intelligent, and emotional. The car features a design expressing technical elegance in its signature Titanium finish, contrasted with exposed Carbon Fibre signifying raw performance. These elements are punctuated by vibrant Lava Red accents and the iconic Audi rings, a symbol reserved exclusively for the Formula 1 project.

The design philosophy extends beyond the car's livery to shape Audi Revolut F1 Team's entire presence, in every environment. The apparel worn in the paddock, the design of motorhome and colours of the pit garage are expressions of the visual identity featuring clean structural lines, brushed surfaces, and Lava Red.

Partnerships like no-other

The event was also a chance to see the entire Audi Revolut F1 Team ecosystem in one place and the first time seeing this brought to life through the full livery and team merchandise.

Revolut shares our desire to do things differently, a guiding mindset for both of us this season. With several very special activities planned from Melbourne onwards, our Title Partner gave guests at Kraftwerk a special chance to design their own Revolut card at the event.

Alongside the R26 car livery, the team revealed its bespoke race and team clothing range, designed and co-developed with official partner adidas. The kit extends the team's visual identity from the chassis to the crew, reflecting the same design principles of clarity and technical precision and ensuring a unified, striking presence on and off the track.

The collection launches globally on 19 February 2026 alongside the debut of the e-commerce platform, with a seamless checkout via Revolut Pay, and will also be available via adidas' official online store and selected retailers worldwide. A series of limited-edition seasonal drops complete the range, bringing motorsport apparel into everyday style.

The Team: A Union of Vision and Experience

The team's leadership, Mattia Binotto and Jonathan Wheatley, outlined the unified structure that forms the backbone of the project.

"The strategic decision to enter Formula 1 as a full works team is our single greatest asset," said **Mattia Binotto, Head of Audi F1 Project**. "We have spent the last few years meticulously building not just a power unit in Neuburg but laying the foundations for a technical organisation that binds our chassis development in Hinwil and Bicester. This seamless integration gives us total control over our destiny, eliminating compromises and enabling a level of agility and innovation that is essential for success. This is what makes Audi Revolut F1 Team one vision, controlling every variable from the engine block to the front wing. This is the foundation upon which championships are built."

"This car is the physical embodiment of thousands of hours of hard work from a hugely talented group of people across our facilities," said **Jonathan Wheatley, Audi Revolut F1 Team Principal**. "Today, we start this journey with immense pride, but also with humility. This is just day one of a long campaign. Our mission is to embed a championship DNA into every fibre of this team. A culture of resilience, precision, and relentless curiosity where we stop at nothing to find performance. For everyone here, the excitement comes from this challenge: to build a team that gets stronger with every lap, every debrief, and every race. We will turn our long-term ambition into on-track reality, day by day, decision by decision."

This sentiment was echoed by the team's drivers, Nico Hulkenberg and Gabriel Bortoleto, who joined leadership on stage.

"Having been in the Formula 1 paddock for many years, you learn to distinguish between ambition and capability," said **Nico Hulkenberg**. "What I feel here today is a profound seriousness and an incredible energy that sets this team apart. We are a true works team with a clear, long-term vision backed by immense resources and world-class expertise. For a driver, the proposition of being with Audi at the very start of its journey is exceptionally exciting. We have the chance to build something very special together and I am looking forward to get this car on the track in Melbourne."

"To race for the Four Rings, a brand that has such an iconic and victorious history in motorsport is, quite simply, a dream come true," added **Gabriel Bortoleto**. "You grow up hearing about the dominance of Audi at Le Mans and in rallying, and to now be chosen to carry that legacy into Formula 1 is an unbelievable honour. This is the opportunity of a lifetime. I feel the weight of the responsibility, but more than that, I feel an incredible motivation to learn, to push, and to grow with this team. I am ready to give my absolute all to help write this great chapter for Audi Revolut F1 Team."

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Notes to Editors

The Journey to the Grid

Today's launch is the culmination of a multi-year strategic plan, marked by key milestones:

- › **August 2022:** Audi officially announced its entry into the FIA Formula 1 World Championship, timed with the new regulations for 2026.
- › **Ongoing since 2022:** The development of the Audi Power Unit by Audi Formula Racing GmbH has been underway at the Motorsport Competence Center in Neuburg, Germany.
- › **Early 2025:** Audi acquired Sauber Group in its entirety.
- › **2025:** Key partnerships were secured, including title partner Revolut, apparel partner adidas, and technical partners bp and Castrol.

Today's launch marks the culmination of an intensive preparation phase. With the foundations firmly in place, after closed-door testing in Barcelona, the world will see the car on track for the first time at the public tests in Bahrain, before the real journey begins with the team's race debut in Melbourne.

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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.



Revolut

visit
QATAR

bp

Castrol



Aleph

NEXO

ninjaOne

Gillette

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HYATT**

perk⁺

Libertex

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PIQUADRO



PIRELLI

**Extreme
networks**

SPECIALIZED

BELL

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MAMMOET

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