

Audi Revolut F1 Team's São Paulo designs come to life with adidas and Revolut

- › São Paulo's iconic Piso Paulista pattern inspires a shared design language across Audi Revolut F1 Team's Brazilian Grand Prix programme, bringing the team and its partners together to bring F1 closer to the people.
- › adidas Sampa Soul collection features driver jerseys, caps and fanwear in forest green with metallic gold details, available from Friday, 23 October at store.audif1.com.
- › Revolut 'São Paulo' Card features the Piso Paulista pattern, a tactile gloss finish and premium gold edging, with a waitlist now open ahead of its race-week launch.

Hinwil, October 22, 2026 – Audi Revolut F1 Team is bringing its partners together for a São Paulo-inspired programme that will connect the team's look at the Brazilian Grand Prix with products fans can wear and use every day. Drawing on the city's distinctive Piso Paulista pavement pattern, one shared design language will run across the race-week programme, beginning with the adidas Sampa Soul apparel collection and the Revolut 'São Paulo' Card. The driver jerseys, caps and fanwear launch on 23 October, while the card will be available ahead of race weekend, with a waitlist now open.

The two launches mark the first part of the team's São Paulo programme, with further plans to be unveiled as the Brazilian Grand Prix approaches. Together, they give fans around the world new ways to wear and carry their support for the team, bringing F1 closer to the people through a shared celebration of the city.

The adidas Sampa Soul collection pairs forest green with metallic gold detailing on the three stripes, Audi rings and logos. The driver jersey features São Paulo's distinctive Piso Paulista pavement pattern, with subtle blue and yellow lines around the cuffs and neckline paying homage to the Brazilian flag. Embossed textures on selected pieces draw on the city's crochet and embroidery traditions. These familiar features become something fans can wear in the grandstands, at home or wherever they support the team. Alongside the jersey, caps and fanwear complete the collection, giving supporters more ways to get ready for the race in Brazil.

The Revolut 'São Paulo' Card reflects the shared design language of the team's Brazilian Grand Prix programme, drawing on the city's streets, culture and energy. Its Piso Paulista geometric pattern is presented in a tactile gloss finish, with premium gold edging and the Audi Revolut F1 Team logo, giving fans an everyday accessory that celebrates São Paulo's racing spirit. Existing Revolut customers and newcomers to the app can join the [waitlist](#) to be among the first notified when the card becomes available ahead of race weekend, taking place from 6–8 November.

For Gabriel Bortoleto, the shared design has a personal meaning. São Paulo is his hometown, and seeing its streets reflected in both products brings a piece of home into his first Brazilian Grand Prix with Audi Revolut F1 Team. He and teammate Nico Hulkenberg feature in the launch campaign, with further content during race week taking fans back to the city that inspired the designs.

Stefano Battiston, Chief Brand and Commercial Officer, Audi Revolut F1 Team: "Our ambition is to bring F1 closer to the people, and that means bringing our partners together around ideas fans can be part of. For São Paulo, we have taken inspiration from the city's streets and culture and worked together to express it through the adidas collection and Revolut card. This is our multi-brand powerhouse coming to life: each partner bringing its own expertise, united by one team and one creative direction. These launches are the first part of how we will celebrate São Paulo and connect with fans ahead of race weekend."

Gabriel Bortoleto, Driver, Audi Revolut F1 Team: "São Paulo is home. It's where I grew up and where my dream of racing in Formula 1 started. The pavement pattern is part of the city's streets, so seeing it on our jersey and the Revolut card makes it feel really personal, like carrying a little piece of home. It means a lot that fans can share that connection too, whether they're wearing the jersey at Interlagos or using the card wherever they are in the world. That makes my first home race with the team even more special."

Nico Hulkenberg, Driver, Audi Revolut F1 Team: "Brazil and São Paulo have such a big Formula 1 history, and you feel that every time you come to Interlagos. The fans live for this sport and their passion deserves to be celebrated. I like that our design picks that up, on the jersey and on the Revolut card. For Gabi there is obviously a bit of extra home pride involved. I am looking forward to seeing fans supporting the design at Interlagos and around the world."

Choose your favourites in the Sampa Soul lookbook on the Audi Revolut F1 Team website: audif1.com

Shop driver jerseys, caps and fanwear from Friday, 23 October: store.audif1.com

Revolut customers in eligible locations can benefit from the opportunity to earn 20x RevPoints by selecting Revolut Pay (Revolut Pay x RevPoints Booster Promotion [T&Cs](#) apply).

Discover more and select the special card design: Take a look [here](#).

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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.

