



Audi Motorsport AG · Wildbachstrasse 9 · 8340 Hinwil

ElevenLabs named official partner of Audi Revolut F1 Team

- › Ground-breaking partnership brings advanced audio and voice innovation into the team's Formula 1 programme
- › ElevenLabs' AI voice technology will support state-of-the-art approach to community and guest communications
- › Shared focus on innovation, performance and next-generation fan engagement

Hinwil, January 29, 2026 – Audi Revolut F1 Team today announced a new partnership with ElevenLabs, naming the AI audio research and product company as an official partner of the team as the programme moves into its next phase.

The partnership brings one of the most advanced AI companies in the world into the ecosystem of Audi Revolut F1 Team. ElevenLabs' industry-leading technology set the benchmark for AI-generated voice, enabling natural, expressive and scalable audio experiences that open new possibilities for how the sport can be explained and experienced by fans around the world.

By integrating advanced audio and voice technology, Audi Revolut F1 Team aims to bring fans closer to the team, its people and its journey, breaking down barriers, amplifying authentic voices and creating content that resonates across cultures and markets throughout a global race calendar. Audi Revolut F1 Team is focused on adopting technologies that enhance how it operates, communicates and connects with fans worldwide. ElevenLabs' expertise in AI-powered audio and voice generation aligns with this approach, offering new creative and scalable possibilities across digital platforms and experiences.

Stefano Battiston, Chief Commercial Officer of Audi Revolut F1 Team: "Formula 1 is a sport defined by constant innovation, not only on track but in how teams communicate and engage with the world around them. It is our mission to elevate the reach of Formula 1 around the globe, working in sync with our partners to enhance the offering and bring greater insights into this fascinating sport. With ElevenLabs we have a leader in AI voice technology, and their capabilities open up exciting opportunities for how we tell our story, connect with fans globally and explore new formats across our digital ecosystem. As we build Audi Revolut F1 Team, partnering with forward-thinking technology leaders like ElevenLabs is a natural fit."

Mati Staniszewski, Co-founder of ElevenLabs: "The pinnacle of motorsport is one of the few sports that truly blends technological excellence, teamwork, and elite competition. Audi Revolut F1 Team is entering Formula 1 with bold ambitions on and off the track. We share that ambition at ElevenLabs, and we're excited for the seasons ahead. Together, we're exploring how our technology can support the team at the track while also transforming how fans around the world experience and connect with the sport."

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Contact information

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 ElevenLabs

ElevenLabs is an AI research and product company reimagining human-technology interaction. We started by building with the first human-like voice model, and we've now expanded beyond voice. Our Agents Platform enables businesses to deliver seamless and intelligent customer experiences, with the integrations, testing, monitoring, and reliability necessary to deploy voice and chat agents at scale. Our Creative Platform empowers creators and marketers to generate and edit speech, music, image, and video across 70+ languages. Our API Platform gives developers access to our leading AI audio foundational models.

