

## Audi Revolut F1 Team presentation to be streamed live

- Start of a new era for Audi in motorsport
- Team launch event in Berlin live on [audif1.com](http://audif1.com) tonight from 7 p.m.
- Photos and footage via the team's new Content Hub

**Ingolstadt/Hinwil/Berlin, January 20, 2026 – It's the start of a new era for Audi: The entry into Formula 1 with its own factory team is a strategic flagship project. It accompanies the technological, cultural, and entrepreneurial realignment of the brand and is intended to inspire new target groups. The team launch in Berlin is another significant milestone for the company on its way to the pinnacle of motorsport.**

Audi Revolut F1 Team, with its two drivers Gabriel Bortoleto and Nico Hülkenberg, will be officially presented tonight (January 20). Fans around the world can follow the presentation via a livestream on the team's website [audif1.com](http://audif1.com) starting at 7 p.m. (CET) and learn more about the entry of Audi into Formula 1.

Audi CEO Gernot Döllner, Team Principal Jonathan Wheatley, and Mattia Binotto, Head of Audi F1 Project, will present the team's visual identity and unveil the race livery for the debut season of Audi in Formula 1.

### **Audi Revolut F1 Team Content Hub**

Photos and footage will be available after the presentation via the Audi Revolut F1 Team's new [Content Hub](#). It serves as a central repository for exclusive team content, including news, insights, and regular updates around race weekends. Media representatives can register to join the media distribution list and receive future releases and updates: [contenthub.audif1.com](http://contenthub.audif1.com)

### **Communications Formula 1**

Benedikt Still  
Spokesperson Audi F1 Project  
Phone: +49 841 89-89615  
E-mail: [benedikt.still@audi.de](mailto:benedikt.still@audi.de)  
[www.audi-mediacenter.com](http://www.audi-mediacenter.com)



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The Audi Group is one of the most successful manufacturers of automobiles and motorcycles in the premium and luxury segment. The brands Audi, Bentley, Lamborghini, and Ducati produce at 22 locations in 13 countries. Audi and its partners are present in more than 100 markets worldwide.

In 2024, the Audi Group delivered 1.7 million Audi vehicles, 10,643 Bentley vehicles, 10,687 Lamborghini vehicles, and 54,495 Ducati motorcycles to customers. In the 2024 fiscal year, Audi Group achieved a total revenue of €64.5 billion and an operating profit of €3.9 billion. As of December 31, more than 88,000 people worked for the Audi Group, more than 55,000 of them at AUDI AG in Germany. With its attractive brands and numerous new models, the group is systematically pursuing its path toward becoming a provider of sustainable, fully networked premium mobility.

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Audi is entering Formula 1 for the first time in 2026 with its own factory team and a hybrid drive system ("power unit") developed in Germany. The F1 project from Audi is based at three locations: Audi Formula Racing GmbH, which was founded specifically for the project, is developing the power unit in Neuburg an der Donau. Hinwil in Switzerland is home to the development of the racing car as well as the planning and operating of the races. In addition, the UK Technology Centre in Bicester provides a foothold in the heart of "Motorsport Valley," offering direct access to top F1 talent and key strategic partners.

Formula 1 is regarded as the pinnacle of motorsport and, with its global reach, is one of the most important sports platforms in the world. Another decisive factor for the entry of Audi is the new FIA regulations, which from 2026, will include sustainable fuels and increase the electric share of the hybrid drive unit to almost 50 percent.

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