

“For Audi, entering Formula 1 is part of something bigger”

Ingolstadt/Munich, November 12, 2025 – Audi has unveiled its new Formula 1 design. The brand will enter the pinnacle of motorsport in 2026. Here are the key statements from Audi CEO Gernot Döllner, Head of Audi F1 Project Mattia Binotto, Team Principal Jonathan Wheatley, and Audi Chief Creative Officer Massimo Frascella.

Gernot Döllner

- “Our entry into Formula 1 is part of something bigger. It’s the next step in the company’s renewal, designed to strengthen our competitiveness on the global stage. In Formula 1, every second counts. Success demands performance, precision and teamwork. This mindset will drive a new performance culture across the entire company and a catalyst for change towards a leaner, faster, and more innovative Audi.”
- “Of course, Formula 1 is pure emotion. However, Audi is entering with a clear rationale behind it. The cost cap ensures financial sustainability, while the global reach of F1 offers unmatched brand visibility. This opens new opportunities to engage with additional target groups – particularly in our core markets: the US, Europe and China.”
- “Audi’s Formula 1 story is just beginning, but motorsport has always been part of who we are. From the Auto Union Silver Arrows of the 1930s to dominance in touring cars, rallying and hybrid triumphs at the Le Mans 24 Hours – whenever Audi entered a racing series, success followed. Audi has never entered just to compete, but instead with the aim of leading, innovating and being victorious. That’s exactly what we are striving for in Formula 1.”

Mattia Binotto

- “This is the most exciting project in motorsports, if not in all sports. The goal is clear: to fight for championships by 2030. That journey takes time, the right people and a mindset of continuous improvement.”
- “Formula 1 is one of the most competitive environments. Becoming a champion is a journey of progress. Mistakes will happen, but learning from them is what drives transformation.”
- “And it’s a team effort: engineers, mechanics, designers, partners — every contribution moves us forward. Soon, the first fire-up will mark another milestone. It’s not just machinery coming to life, but the passion and ambition of hundreds becoming reality. Early next year, Audi’s first F1 car will take to the track for the first time. That moment will be the beginning of something special.”

Jonathan Wheatley

- “This journey is not just about the destination but about engaging with the people who make every step possible. It is about your mindset, focus, resilience and confidence without complacency. We will face setbacks, but each one will be a learning experience that will lead to new strength.”
- “A culture of belief and resilience is taking shape – a team empowered to push boundaries, be courageous, learn, and improve every day. Championship-winning teams are not built on magic – they are built on people who believe: in each other, in the process, and in the destination.”
- “Our project is more than building a team. It is about shaping the future of F1 – with talent, visionary partners and the transformation of the Audi brand. We have a mindset that dares to redefine what a racing team can be.”

Massimo Frascella

- “We want to shape a brand capable of making a deep emotional connection that forges new partnerships with like-minded brands and inspires a global community – one that not only consists of F1 fans, but also people who appreciate courage and sophistication.”
- “With our Formula 1 debut, we are introducing a unifying design system to bring together every aspect of our organization. At its core are our four rings. They are the foundation upon which the rest of our brand is built.”
- “The Audi R26 Concept is one of the first expressions of this new design system. We want to have the most striking car on the grid. We want to be the most daring brand off the track. And we want to create a cultural impact that goes beyond the grid.”

More information about the Audi R26 Concept and Audi’s entry into Formula 1 is available in the [Audi MediaCenter](#).

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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.

Audi will enter Formula 1 for the first time in 2026 with its own factory team and a hybrid drive system ("power unit") developed in Germany. The future team 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 will be home to the development of the racing car as well as the planning and operating of the races. In addition, the UK Technology Office 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.
