

Global launch of adidas x Audi Revolut F1 Team collection

- Teamwear and fanwear of Audi Revolut F1 Team available from February 19
- Wide range of apparel, footwear and accessories
- The collection marks the first of many drops throughout the season

Ingolstadt/Hinwil/Herzogenaurach, February 18, 2026 – Audi will be entering Formula 1 with its own factory team starting in March. Just in time for the debut in the pinnacle of motorsport, fans will be able to express their enthusiasm and support for the team in style. The inaugural adidas x Audi Revolut F1 Team collection for team and fans is available in stores starting February 19.

With its entry into Formula 1, Audi aims to inspire people around the world, win new fans for the brand, and build a global community that extends beyond motorsport. To support this ambition, the team is launching a dedicated collection in collaboration with global sports performance brand adidas, which will initially comprise more than 160 different clothing items and accessories.

The adidas x Audi Revolut F1 drop gives fans the choice between official teamwear and a lifestyle fanwear collection. Both ranges deliver the same premium standards of quality, comfort, and design.

As a blend of modern lifestyle and sportswear, the fan collection – including the DNA Range, the Elevated Fanwear Range and drivers' merchandise – targets a broad audience. Designed for everyday wear, not just race weekends, the diverse product portfolio spans T-shirts, hoodies, jackets, caps, shoes and more. The DNA Range is designed for all fans, focusing on essential pieces built around core styles and the team's primary colors to clearly express the Audi Revolut F1 Team identity. The Elevated Fanwear Range complements this with lifestyle-driven key pieces that combine comfort, clean design and subtle branding for a modern everyday look. In addition, the collection includes exclusive merchandise from the team's two drivers, Nico Hulkenberg and Gabriel Bortoleto. Several limited-edition special drops released throughout the season further expand the collection – bold statements that celebrate style, culture and the evolving identity of the Audi Revolut F1 Team.

Audi Revolut F1 Team and adidas presented their official teamwear in Berlin in January. The high-quality functional clothing incorporates the latest adidas technologies and includes technical pieces tailored to the needs of the entire team. Each item is precisely developed for its specific purpose: performance-driven athletic wear for the drivers, stylish and ergonomically designed garments for long days at the racetrack for the engineers, and durable, function-optimized pieces that support the mechanics in their demanding tasks.

The subtle gray and chalk tones are derived from the titanium-colored paintwork of the Audi R26. Red accents, typical of the overall visual appearance of Audi in Formula 1, serve as a connecting element.

The complete collection, with its two lines, Teamwear and Fanwear, will be available from February 19 via the new [e-commerce portal](#) of Audi Revolut F1 Team, at adidas.com/motorsport, and from selected adidas and Audi retail partners.

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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 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 Audi Motorsport Technology Centre UK 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.
