
Perk becomes official partner of the future Audi F1 Team

- > Multi-year partnership will see Perk's intelligent automation streamline operational tasks
 - > Perk becomes Official Work Automation Partner to further enhance infrastructure and organizational foundation of the team
 - > New partnership visible through branding to feature on the future Audi F1 Team assets and trackside environments
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Ingolstadt/Hinwil/Boston/London, December 1, 2025 – The future Audi F1 Team and Perk have signed a multi-year partnership, leveraging Perk's AI-powered platform to support their workplace environment.

The scale of Formula 1's operations is complex and involves team members across 24 race destinations on five continents. Perk's intelligent tools reduce friction across essential operations by automating time-consuming, manual tasks such as travel bookings, expense management and invoice processing.

The new partnership, which will see the Perk logo featured on designated team assets, marks a deliberate step toward building a more modern, intelligent, and connected organization. It further strengthens a robust operational infrastructure, providing a solid foundation for the future Audi F1 Team to perform at the highest level.

Jonathan Wheatley, Team Principal of the future Audi F1 Team: "We're thrilled to welcome Perk as our partner. Behind every race is an immense logistical effort, and with Formula 1's demanding global calendar, that requires precise travel management for hundreds of people, the scale and complexity of operations are immense. Every little detail matters; everything and everyone contributes to winning. Perk's technology brings intelligence and efficiency to one of the most demanding parts of our operation, empowering our teams to operate with maximum focus, performance and precision."

Avi Meir, CEO and Co-founder of Perk: "The future Audi F1 Team embodies what we stand for at Perk: ambition backed by action. As we enter a new era at Perk, disrupting the industry and transforming how people and companies work, there's no better team to partner with than the future Audi F1 Team. We're proud to support the team in powering real work and helping them focus on performing at their best on track."

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Perk (formerly TravelPerk) is the intelligent platform for travel and spend management, built to eliminate the hidden, manual tasks that drain productivity and morale – Perk calls these ‘Shadow Work’. Trusted by more than 10,000 companies worldwide – including Wise, On Running, Breitling and Fabletics – Perk is tackling the 7 hours of lost productivity per employee each week, a \$1.7 trillion problem revealed in ‘The Cost of Shadow Work’ report. Founded in 2015, the company has become one of the fastest-growing AI-powered platforms, combining innovation, control, and simplicity to transform how businesses work today and in the future. Perk’s mission is to power real work by removing the invisible tasks that slow teams down. Visit www.perk.com for more information.

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.
