

Premiere in Berlin: Audi Revolut F1 Team officially unveiled

- First public appearance for the Audi factory Formula 1 team
- Audi R26 race livery, team clothing, and driver overalls unveiled
- Audi CEO Gernot Döllner: “We are ready and excited to inspire people around the world”

Ingolstadt/Hinwil/Berlin, January 21, 2026 – A historic moment for the four rings: Audi Revolut F1 Team was officially unveiled in Berlin on Tuesday evening. Nearly 400 guests witnessed the first public appearance of the Audi factory Formula 1 team at the Kraftwerk event location in the center of the German capital.

“Today, a lot of pieces of the puzzle are coming together,” said Gernot Döllner, CEO of AUDI AG and Chairman of the Board of Management of Audi Motorsport AG, at the team presentation. “It’s impressive to see how the intensive preparation is paying off and the performance of those involved is becoming evident. For the first time, the full power of the project is on display. We are ready and excited to inspire people around the world by taking part in Formula 1.”

Audi is set to make its debut at the pinnacle of motorsport in Australia on March 8. The Audi R26 is powered by a drivetrain (‘power unit’) developed at the Neuburg an der Donau facility and labelled AFR 26 Hybrid. It was fired up in the chassis for the first time shortly before Christmas at the Hinwil site. On January 9, the team completed its first rollout at the Circuit de Barcelona-Catalunya in Spain as part of a filming day.

Formula 1 is undergoing the biggest upheaval in its history: the racing series will enter its 77th season in 2026 with largely new technical regulations. The new race cars feature active aerodynamics with front and rear wings that can be adjusted while driving. The previous Drag Reduction System (DRS) will be replaced by a ‘boost mode,’ which delivers maximum additional electric power at the push of a button. This can be used for overtaking or defending. With up to 350 kW, the electric motor has almost as much power as the approximately 400 kW 1.6-liter V6 turbo engine, which runs on sustainable fuel. Audi is working exclusively with the British company bp in this area.

In addition to the race livery and other partners, Team Principal, Jonathan Wheatley, and Mattia Binotto, Head of Audi F1 Project, also presented the new team clothing and driver overalls in

The equipment, data and prices specified in this document refer to the model range offered in Germany. Subject to change without notice; errors and omissions excepted.

****The collective fuel/electric power consumption and emissions values of all models named and available on the German market can be found in the list provided at the end of this text.***

Berlin, which the two Audi drivers Gabriel Bortoleto (Brazil) and Nico Hülkenberg (Germany) will wear in the 2026 season. The team's accompanying fan collection will be available via the team's website and adidas from February 19. It is part of a carefully coordinated overall visual identity: a unique corporate identity, including specific colors and a new font family, was developed for Audi Revolut F1 Team, giving the team a distinct identity from its appearance at the racetrack to its presence on social media, while still being unmistakably Audi. The color Titanium references the company's motorsport tradition and represents performance and technical precision. In addition, the newly introduced Audi Red is a distinguishing feature of the team.

The staging in the unique architecture of the former 'Mitte' heating plant on Tuesday evening gave guests a preview of the visual appearance – including an immersive show, historic Audi race cars, and the most powerful Audi production vehicle. The Audi RS e-tron GT performance* is almost as powerful as the Audi R26 from Formula 1, with a system output of 680 kW (925 hp).

The next major milestone for Audi Revolut F1 Team will be the shakedown of the new generation Formula 1 cars, which will take place behind closed doors at Barcelona from January 26 to 30. During the official test sessions in Bahrain (February 11–13 and February 18–20), the Audi R26 will complete its final test laps before the first participation of Audi in a Formula 1 Grand Prix.

Formula 1 entry is part of the strategic realignment of Audi

The Formula 1 project is a strategic flagship for Audi, reflecting the technological, cultural and entrepreneurial realignment of the brand. It is intended to inspire customers and employees alike. Development and racing take place within an economically attractive framework: a cost cap applicable to all teams ensures a clearly defined budget and levelled conditions, while the global reach of Formula 1 offers strong brand exposure and sponsorship opportunities. With far-reaching changes to the technical regulations, including a higher share of electric power and the introduction of sustainable fuels, the timing is ideal for Audi to enter the pinnacle of motorsport as a new competitor.

Motorsport is part of the Audi DNA and has always been a driving force for technological progress and innovation. From the first mid-engine Grand Prix car to quattro all-wheel drive in rallying, to diesel, hybrid and electric powertrains at Le Mans, in Formula E and at the Dakar Rally, Audi has led every motorsport project to success with determination, courage, perseverance and team spirit, always pioneering new ground. The Formula 1 involvement of Audi is intended to build on this.

Content Hub as the central point of contact for media

With the team presentation in Berlin, Audi Revolut F1 Team's new Content Hub has also gone online. 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

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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.

Fuel/electric power consumption and emissions values of the models named above:

Audi RS e-tron GT performance

Combined electric power consumption in kWh/100 km (62.1 mi): 20.8–18.7; combined CO₂ emissions in g/km (g/mi): 0; CO₂ class: A