
Visit Qatar welcomed by the future Audi F1 Team as a new principal partner

- > Visit Qatar to become a principal partner, showcasing its hospitality and destinations to Formula 1 fans worldwide
 - > Partnership will create fan experiences highlighting Qatar's attractions and world-class hospitality
 - > Collaboration will inspire fans to discover the nation through cultural and digital experiences
-

Ingolstadt/Hinwil/Doha, November 29, 2025 – The future Audi F1 Team has announced that Visit Qatar will become a principal partner upon the team's entry into the FIA Formula 1 World Championship in 2026. The collaboration is built around a shared ambition: bringing Qatar to the world and the heart of the global F1 community.

Through this partnership, Visit Qatar will introduce fans to the country's distinctive blend of culture, tradition, modernity, and hospitality. As the team races across continents, the Visit Qatar brand will be showcased far beyond a single Grand Prix weekend, reaching Formula 1's diverse and international fan base.

Qatar has rapidly become a global hub for sport and tourism, hosting events including the Formula 1 Qatar Grand Prix and the FIFA World Cup. This new partnership builds on Qatar's growing presence on the world stage, offering F1 fans an invitation to experience the country's vibrant heritage, modern attractions, culinary excellence, and warm hospitality.

Audi's entry into Formula 1 is one of the most anticipated stories in the sport, providing a unique opportunity for its partners. For Visit Qatar, the partnership offers a powerful platform to showcase the country as a leading destination for tourism, business, leisure and sport through cultural and immersive experiences that will be delivered with exceptional hospitality both in the paddock and online in 2026.

This collaboration further strengthens the existing relationship between the Audi F1 Project and the Qatar Investment Authority (QIA), underscoring a shared focus on performance, innovation and strategic long-term growth.

Jonathan Wheatley, Team Principal of the future Audi F1 Team: "The Qatar Grand Prix has grown into a valued destination on the F1 calendar. Welcoming Visit Qatar as a partner and bringing Qatar's unique blend of culture, warmth, and innovation to F1 fans around the world is a natural next step to highlight what makes this country such a remarkable destination. Through unique fan events, cultural showcases, and digital experiences, we are excited to partner with Visit Qatar to foster global cultural connections, built through the platform of Formula 1."

Eng. Abdulaziz Ali Al-Mawlawi, CEO of Visit Qatar: "Partnering with the future Audi F1 Team marks an important step in advancing our global tourism ambitions. Formula 1 offers a powerful platform, and this collaboration enables us to present Qatar's culture, hospitality, and modern appeal to audiences

worldwide. As the team makes its debut in 2026, we look forward to creating meaningful touchpoints that encourage fans to explore Qatar and experience the country's diverse offerings for themselves."

Communications Formula 1

Benedikt Still

Spokesperson Audi F1 Project

Phone: +49 841 89-89615

E-mail: benedikt.still@audi.de

www.audi-mediacyenter.com



About Visit Qatar:

Visit Qatar is the main arm of Qatar Tourism. Visit Qatar's mission is to promote and expand tourism in Qatar by cultivating its rich culture, developing thrilling attractions, enhancing Qatar's calendar, becoming the leading MICE destination in the region, diversifying events and luxury experiences. Visit Qatar is rooted in Service Excellence, boosting the entire tourism value chain, and increasing local and international visitor demand in Qatar. Through Visit Qatar's network of international offices in priority markets, cutting-edge digital platforms, and marketing campaigns, Visit Qatar is expanding Qatar's presence globally and enhancing the tourism sector.

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.
