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

**Ingolstadt/Munich, November 13, 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 motorsport, if not in all sports. The goal is clear: to fight for championships by 2030. That journey requires time, the right people and a mindset of continuous improvement.”
* “We have defined our route to the top and are laying the foundation for that. Formula 1 is one of the most competitive environments. Becoming a championship contender takes time – it’s a journey shaped by continuous progress, not perfection. Mistakes are inevitable, but learning from them is what drives transformation.”
* “And it’s a team effort: engineers, mechanics, designers, partners — every contribution is a step 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 of people becoming reality. Early next year, Audi’s first F1 car will hit the track. That moment will be the beginning of something special.”

**Jonathan Wheatley**

* “Formula 1 is not just about technology – 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. Learning from mistakes in a safe environment makes progress possible.”
* “A culture of belief and resilience is taking shape. A team where people are empowered to push boundaries, learn, improve and be courageous every day. We will not beat the best by doing less than they do. Championship-winning teams are not built on magic – they are built on people who trust in each other and in the process.”
* “This is more than building a team. It is about shaping the future – with young talent, visionary partners and with a mindset that dares to redefine what a racing team can be. When the five start lights go out in Melbourne, Audi will be competing in Formula 1 for the very first time. We will see a team that believes in each other, the mission, and our unlimited potential.”

**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 21 locations across 12 countries. In 2024, the Audi Group delivered over 1.7 million vehicles, generating €64.5 billion in revenue and achieving an operating profit of €3.9 billion.

AUDI AG’s commitment to the region was reaffirmed with the establishment of its fully owned subsidiary, Audi Middle East, in 2005. Covering Bahrain, Jordan, Kuwait, Lebanon, Oman, Qatar, Saudi Arabia, and the UAE, Audi Middle East continues its journey towards becoming a provider of sustainable, premium mobility. Learn more about our models and forward-thinking approach to a sustainable future at [www.audi-me.com](https://www.audi-me.com) and [news.audimiddleeast.com](https://news.audimiddleeast.com).