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 forms the foundation of the collection, 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 Hülkenberg 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 – from drivers and engineers to mechanics.

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](https://store.audif1.com/) of Audi Revolut F1 Team, at [adidas.com/motorsport](https://adidas.com/motorsport), and from selected adidas and Audi retail partners.

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| **Audi Middle East Communications**  Angelina Getmanchuk  Email: [angelina.getmanchuk@vwgme.com](mailto:angelina.getmanchuk@vwgme.com)  [news.audimiddleeast.com](https://news.audimiddleeast.com/en/)  A black circle with white letters in it  AI-generated content may be incorrect.Ein Bild, das Text, ClipArt enthält.  Automatisch generierte BeschreibungA black circle with a white letter f in it  AI-generated content may be incorrect.A black and white logo  AI-generated content may be incorrect. | **The Romans**  Audi Middle East PR Partner  Email: [AudiMiddleEastPR@wearetheromans.com](mailto:AudiMiddleEastPR@wearetheromans.com) |

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