**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 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 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 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 (combined power consumption in kWh/100 km: 20.8–18.7 (WLTP); combined CO2 emissions in g/km: 0; CO2 class: A) is almost as powerful as the Audi R26 from Formula 1, with a system output of 680 kW (980 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 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

|  |  |
| --- | --- |
| **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) |

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).