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## Four rings and three stripes: adidas becomes official partner of the future Audi Formula 1 Team

- > Multi-year partnership makes adidas the official apparel partner for Audi in Formula 1
  - > Joint development of performance-oriented equipment for the team
  - > Global launch of the adidas x Audi F1 collection planned for February 2026
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**Ingolstadt/Hinwil/Herzogenaurach, September 10, 2025 – The future Audi F1 Team and adidas are announcing a multi-year partnership that will see the German sporting goods manufacturer become the team’s official apparel partner. The collection, which will be released before the start of the 2026 season, aims to combine stylish designs, which impress thanks to their clarity and precision, together with cutting-edge technology.**

As part of the partnership, adidas and the future Audi F1 Team are working closely together to develop a comprehensive collection of high-performance equipment – fulfilling specific requirements – for the drivers, mechanics, engineers, and other team members at the track. The common goal is to create functional products that provide the team with the best possible support for their daily work and promote peak output. In a sport that thrives on continuous progress, the collection also sets new trends in motorsport culture – characterized by state-of-the-art adidas technology and a fresh, innovative approach for the paddock and beyond.

As fans are at the heart of this partnership, adidas and the future Audi F1 Team have embraced their passion for the sport from the very beginning, shaping a collaboration that goes beyond the mere development of apparel. United by a shared cultural passion for sports and innovation and emotional design, the two brands will launch an exclusive product line of apparel, footwear, and accessories worldwide – even before the first race – giving fans the opportunity to show their solidarity with the team.

**Gernot Döllner, CEO of AUDI AG and Chairman of the Board of Directors of Sauber Motorsport AG:** “adidas and Audi have decades of collaboration in top-level sports – built on shared values and the desire to inspire through performance. Our partnership in Formula 1 goes far beyond the pursuit of innovation and peak performance: it combines the strengths and visions of two progressive brands.” The upcoming adidas collection will be characterized by clarity and precision, just like Audi’s new design philosophy. “The fact that we are shaping our brand’s entry into the premier class of motorsport together with adidas underscores the great trust and appreciation we have for our collaboration.”

**Bjørn Gulden, CEO of adidas:** “We are very proud to partner with the future Audi F1 team and support their debut into the highest level of competition for the sport. Bringing together the iconic four rings and our three stripes to the 2026 paddock marks an exciting new chapter in motorsport. As part of our ongoing commitment to F1, this partnership showcases our focus on collaborating with brands rooted in shared beliefs and innovative perspectives, on and off the track. We are very much looking forward to unveil all that we have planned as we look to enable the drivers and the team to succeed and engage a new generation of motorsport fans!”

**Jonathan Wheatley, Team Principal of the future Audi F1 Team:** “This partnership brings together two iconic brands – the four rings and the three stripes – on a global stage and it represents a bold step forward in our journey to the grid as the Audi F1 Team. With adidas, we’re equipping our people with elite technical sporting gear that enhances performance where it matters most. Beyond racing, we share a commitment to making an impact off the track through innovation, style and a relentless pursuit of excellence. Together, we will create bold brand activations and groundbreaking experiences.”

### Communications Formula 1

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#### About adidas:

adidas is a global leader in the sporting goods industry. Headquartered in Herzogenaurach/Germany, the company employs more than 62,000 people across the globe and generated sales of € 23.7 billion in 2024.

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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.

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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 Center 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 novel fuels derived from synthetic and renewable biological sources and increase the electric share of the hybrid drive unit to almost 50 percent.

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