



Audi Middle East Communications

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Audi To Race in Formula 1

- **Audi to compete in races across four cities in the Middle East for the first time**
- **Development of a power unit for the premier class of motorsport from the 2026 season**
- **Hybrid power unit will be developed at the Audi Sport facility in Neuburg**
- **New rules focusing on sustainability and cost efficiency are important factors for getting involved**

Dubai, United Arab Emirates (31 August 2022) – Audi enters the premier class of motorsport. From 2026, the premium brand will compete in the FIA Formula 1 World Championship with a specially developed power unit, taking place in four of the main races across the Middle East and beyond. The project will be based at Audi Sport's facility in Neuburg near Ingolstadt. This is the first time in more than a decade that a Formula 1 power train will be built in Germany.

Audi announced its entry at a press conference at the Formula 1 Belgian Grand Prix at Spa-Francorchamps. At the event, Markus Duesmann, Chairman of the Board of Management of AUDI AG, and Oliver Hoffmann, Member of the Board of Management for Technical Development, answered questions in the company of Formula 1 President and CEO Stefano Domenicali and Mohammed ben Sulayem, President of the International Automobile Federation (FIA).

"Motorsport is an integral part of Audi's DNA," says Markus Duesmann. "Formula 1 is both a global stage for our brand and a highly challenging development laboratory. The combination of high performance and competition is always a driver of innovation and technology transfer in our industry. With the new rules, now is the right time for us to get involved. After all, Formula 1 and Audi both pursue clear sustainability goals."

By entering the highest class of motorsports in 2026, Audi is tackling its most challenging ambition to date: combining sustainability, innovation, and maximum performance in motorsports.

Carsten Bender, Managing Director of Audi Middle East, said "Audi has a rich motorsport history and in recent years has been part of some of the biggest motorsport events in the region including the Dakar Rally in Saudi Arabia and the Hankook 24H race in Dubai. Now, with our entry into Formula 1 in 2026, we have an opportunity to reach even more motorsport enthusiasts in the region with races taking place in Abu Dhabi, Manama, Doha, and Jeddah. We are excited to present fans of the brand with the four rings an opportunity to witness the very best from Audi Sport and are looking forward to this exhilarating new phase for our brand."

The key to getting involved in the world's most popular racing series is the clear plan to become more sustainable and cost-efficient. The new technical rules, which will apply from 2026, focus on greater electrification and advanced sustainable fuel. In addition to the existing cap on costs for teams, a cost cap for power unit manufacturers will be introduced in 2023. In addition,

Formula 1 has set itself the ambitious goal of being a carbon-neutral racing series by 2030.

Actively Shaping Formula 1's Transformation

Oliver Hoffmann, Member of the Board for Technical Development, says: "In view of the major technological leaps that the series is making towards sustainability in 2026, we can speak of a new Formula 1. Formula 1 is transforming, and Audi wants to actively support this journey. A close link between our Formula 1 project and AUDI AG's Technical Development department will enable synergies."

High Popularity in Key Markets and with Young Target Groups

Globally recognized, highly emotional, and technologically advanced – that's how Formula 1 has met Audi's exact requirements. The series holds races in all relevant markets of the brand. As a spectacular platform for the most demanding electrified racing cars in the world, it is of particular interest to car manufacturers. Audi is taking on the challenge of proving its "Vorsprung durch Technik" in this competitive environment.

Audi Sport is pooling its strengths for the Formula 1 project and as a consequence is discontinuing its LMDh project. The motorsport division had recently suspended the development of the sports car for endurance racing. Alongside customer racing, Audi Sport will continue its innovation project with the RS-Q e-tron in the Dakar Rally. Next year, Audi's aim is overall victory in the desert. Whether the World Rally Championship, World Sportscar Championship, US motorsport, DTM, Le Mans, or Formula E – Audi Sport has set standards in many categories with numerous titles.

- Ends -

The Audi Group, with its brands Audi, Ducati and Lamborghini, is one of the most successful manufacturers of automobiles and motorcycles in the premium segment. It is present in more than 100 markets worldwide and produces at 16 locations in 11 countries. 100 percent subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm, Germany), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy).

In 2019, the Audi Group delivered to customers about 1.846 million automobiles of the Audi brand, 8,205 sports cars of the Lamborghini brand and 53,183 motorcycles of the Ducati brand. In the 2019 fiscal year, AUDI AG achieved total revenue of €55.7 billion and an operating profit of €4.5 billion. At present, 90,000 people work for the company all over the world, 60,000 of them in Germany. Audi focuses on sustainable products and technologies for the future of mobility.

AUDI AG's commitment to the region was confirmed through the foundation of its fully owned subsidiary in 2005. The current Middle East model range comprises the Audi A3 and S3 and RS3, A4 and S4, the A5/S5 Coupe and Sportback, RS5 Sportback, the A6, S6, A7, S7, A8 L and S8, the Audi Q3, Q3 Sportback, Q5 & SQ5, Q7, Q8 and RS Q8 as well as the R8.