
AUDI AND BP TEAM UP WITH STRATEGIC PARTNERSHIP FOR FORMULA 1

- > Exclusive sponsorship and technical partnership sees bp become the first official partner of the future Audi factory team in F1
- > bp to develop FIA-specified Advanced Sustainable fuel for Audi's entry into Formula 1 in 2026
- > Castrol to develop lubricants for Audi's V6 turbo engine and EV fluids for the electric motor and battery

Neuburg a. d. Donau/Hinwil, July 15, 2024 – Audi and bp are joining forces in an extensive new strategic partnership in Formula 1. As Audi prepares to enter the pinnacle of motor racing in 2026, which also marks the introduction of groundbreaking new FIA F1 Technical Regulations featuring enhanced electrification and use of Advanced Sustainable fuel, Audi and bp bring together their technical expertise and drive for innovation to help shape the future of motorsport.

Under the new partnership, bp and its specialist lubricants business Castrol are proud to help deliver Audi's ambition to combine technology and innovation to achieve success in Formula 1. The parties have been working closely together for almost two years, co-engineering bp fuels and Castrol lubricants to enable maximum performance from the Audi F1 Power Unit.

The collaboration includes the development of the FIA defined Advanced Sustainable fuel as required by the FIA F1 Technical Regulations from 2026. To meet the regulations, the fuel must achieve greenhouse gas emissions savings relative to fossil-derived petrol of at least 65%¹.

bp will also develop and supply Audi with a range of bespoke Castrol lubricants and greases including Castrol EDGE, Castrol's most advanced engine oil, for the V6 turbo engine. Electrical components of the Audi F1 Power Unit will benefit from the Castrol ON range of EV fluids.

Sponsoring the Audi F1 factory team

Further building on the technical cooperation, the companies have also agreed a long-term sponsorship, with bp becoming the first official partner of the future Audi factory team in Formula 1. This will include marketing and branding rights for bp, Castrol and Aral brands (Aral is bp's leading fuel and retail brand in Germany).

Audi and bp already have a long and successful joint history in motorsport with Castrol products being used to win in every Audi motorsport factory program. This began back in the 1980s in the World Rally Championship with the Audi quattro. Castrol was also a partner of Audi in the FIA World Endurance Championship (WEC), the legendary Le Mans 24 Hours, FIA World Rallycross Championship, FIA Formula E World Championship and in the DTM race series. The highly efficient two-liter four-cylinder turbo engine developed by Audi and used in the DTM in 2019 and 2020, became the most successful

¹ https://www.fia.com/sites/default/files/fia_2026_formula_1_technical_regulations_issue_8_-_2024-06-24.pdf. For fuels produced at installations operating since 2021.

engine in the Class 1 era of the DTM with Castrol lubricants and high-performance fuel developed by Aral.

Andreas Seidl, CEO Audi F1 team: “Audi and bp have always worked together successfully in motorsport. We are delighted that we can take this special partnership to the next level in Formula 1. Audi stands for ‘Vorsprung durch Technik’ and bp and Castrol also aspire to deliver the best technologies in the field of fuels and lubricants. This is a perfect match. It is a strong signal for Audi’s future F1 factory team that we have been able to establish this partnership at such an early stage. We sense the appeal of the Audi F1 Project and how many renowned companies want to work with Audi in Formula 1.”

Nicola Buck, SVP marketing, bp: “We are proud that Audi has once again chosen to partner with bp and Castrol, this time for their entry into Formula 1. It gives our premium brands the opportunity to showcase our technical expertise at the pinnacle of motorsport. We are already making great progress with the Audi F1 Project on the development of the bp fuel and Castrol lubricants as we seek to innovate and unlock maximum engine performance for the Audi F1 Power Unit from 2026.”

Adam Baker, CEO Audi Formula Racing GmbH: “This partnership is of great importance to us. There will be strong competition in the field of sustainable fuels in Formula 1 from 2026. In view of the high performance potential, it was important for us to start our fuel testing at the end of 2022 with bp as our partner. The combustion process is highly complex and can only be optimized by developing the engine in combination with the fuel properties. That’s why at Audi Formula Racing, where we are well advanced with Audi’s F1 power unit development, we use all three single-cylinder test benches allowed by the FIA regulations intensively for fuel development. It is impressive how many different fuel variants we have developed to date as we prepare for our 2026 race season. I am convinced that we are perfectly positioned with bp and Castrol.”

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The Audi Group is one of the most successful manufacturers of cars and motorcycles in the premium and luxury segment. The Audi, Bentley, Lamborghini and Ducati brands produce at 21 locations in 12 countries. Audi and its partners are present in more than 100 markets worldwide.

In 2023, the Audi Group delivered around 1.9 million cars of the Audi brand, 13,560 vehicles of the Bentley brand, 10,112 cars of the Lamborghini brand and 58,224 motorcycles of the Ducati brand to customers. In the 2023 fiscal year, the Audi Group generated revenue of €69.9 billion and an operating profit of €6.3 billion. In 2023, an annual average of more than 87,000 people worked for the Audi Group worldwide, including around 53,000 at AUDI AG in Germany. With its attractive brands and a large number of new models, the company is systematically continuing on its path to becoming a provider of sustainable, fully connected premium mobility.

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 two 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. 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 Audi’s entry is the new FIA regulations, which from 2026, will include sustainable fuels and increase the electric share of the hybrid drive unit to almost 50 percent.
