Quick facts: Audi's success in US motorsport

Ingolstadt/Miami, April 30, 2026 – Audi has been successful in motorsport for more than 100 years and is no stranger to factory racing in North America. From the record-setting hill climb at Pikes Peak, to multiple ALMS championships and winning the Daytona 24-hour race in GT racing, the brand has been thrilling racing fans stateside since the 1980s.

Pikes Peak

Audi achieved three consecutive wins in the Pikes Peak hill climb in 1985, 1986 and 1987. Walter Röhrl became the first driver to reach the summit in under eleven minutes with the legendary Audi Sport quattro S1 in 1987.

Trans-Am Series

Based on a world-record vehicle, Audi developed the 200 quattro Trans-Am to demonstrate the superiority of the quattro four-wheel drive over two-wheel drive in circuit racing. In 1988, Audi won eight of the thirteen races and both the manufacturers' and drivers' titles.

IMSA GTO

The Audi 90 quattro IMSA-GTO was the first pure race car from Audi. It won seven races in 1989, five of them in a 1–2 formation.

American Le Mans Series (ALMS)

Audi dominated the American Le Mans Series from 2000 to 2008 with its sports prototypes clinching nine consecutive drivers' and manufacturers' titles and 72 race wins in the top class (LMP900/LMP1).

Sebring 12 Hours

Audi is the record winner of the Sebring 12 Hours with eleven overall victories. The Audi R8 scored six consecutive victories from 2000 to 2005. The 1999 Sebring 12 Hours was Audi's first-ever race in endurance racing. The 2006 Sebring 12 Hours saw the winning debut of the Audi R10 TDI. It was the first victory of a diesel-powered sports prototype in the history of endurance racing.

Petit Le Mans

Audi achieved a record nine consecutive victories in the 10-hour 'Petit Le Mans' endurance race at Road Atlanta from 2000 to 2008.

Daytona 24 Hours

Two class victories for the Audi R8 GT3 in the Daytona 24 Hours (2013, 2016) were among many successes for Audi customer teams in the US in GT2, GT3, and TCR.

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About Audi

Audi drives transformation and shapes the mobility of tomorrow – with intelligent, electric products.

The premium automotive brand is available in more than 100 markets. Its global production network spans 21 sites in 12 countries. **Vorsprung durch Technik** unites more than 88,000 employees. With courage, passion, responsibility, and trust, they are reinterpreting more than 100 years of automaking tradition for the future. In 2026, Audi is entering Formula 1 with a factory team in a bold expression of its motorsports DNA.

The Audi Group also includes the supercar manufacturer Lamborghini, the luxury brand Bentley Motors, and the motorcycle maker Ducati.

Learn more about the Audi Group here.

Audi is entering Formula 1 for the first time in 2026 with its own factory team and a hybrid drive system ("power unit") developed in Germany. The F1 project from Audi 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. Audi Revolut F1 Team is based in Hinwil in Switzerland. This is where the development of the race car and the planning and execution of race operations are located. In addition, the UK Technology Centre 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.