

New name, new partner for Porsche in Formula E

08/10/2025 The Swiss luxury watch manufacturer TAG Heuer and Porsche Motorsport are reshaping their partnership: The previous title and timing partner will continue to support the Formula E factory team but with a reduced presence as part of its larger role as Global Partner of Porsche Motorsport.

The TAG Heuer Porsche Formula E Team is making history as the first team to win all three world championship titles in the all-electric racing series. From now on, it will write a new chapter – as the Porsche Formula E Team. In addition to TAG Heuer, other partners will remain part of the team: Mobil 1, LOCTITE, PUMA, NetApp and Cato Networks, while ANSYS is now known as Synopsys. The Japanese company TDK Corporation is joining as a new on-car partner.

Thomas Laudenbach, Vice President Porsche Motorsport:"Merci, TAG Heuer! After six seasons together in Formula E, Porsche is at the forefront of electric motorsport. Such success is only possible with partners who share the same values. In our case, these are primarily a passion for motorsport and technical innovation. What makes our partnership in Formula E special, however, is that both brands are characterized by a predominantly mechanical tradition, yet we have prevailed in arguably the most

digital racing series in the world."

The TAG Heuer Porsche Formula E Team has been competing in the innovative Formula E since 2019 and has collected 13 race victories on its way to three world championship titles. For the Stuttgart-based sports car manufacturer, this was the next major step in its electrification journey. For the watch manufacturer from La Chaux-de-Fonds in the Swiss canton of Neuchâtel, it was the ideal opportunity to showcase its first smartwatch in the context of motorsport: the TAG Heuer Connected – soon in its fifth generation – has graced the wrists of the Porsche Formula E Team from the very beginning.

George Ciz, TAG Heuer Chief Marketing Officer:"We were partners of Porsche's Formula E endeavours since day one, and we are extremely happy to continue to be the timing partner of the Porsche Formula E Team for the new season as part of our larger ongoing commitment to Porsche Motorsport. This will also allow us to align all our motorsport assets at this time with a more consistent approach to team partnerships. We are looking forward to many more podiums and victories with Porsche Motorsport across all categories."

Eight partners will continue to support the Porsche Formula E Team during the upcoming twelfth Formula E season. New to the team is the electronic components and systems specialist TDK Corporation. Thomas Laudenbach: "My thanks go not only to TAG Heuer but all our existing partners. Our successes are a team effort in every respect – and in this spirit, I warmly welcome TDK."

Mobil 1: Mobil 1 is the world's first fully synthetic motor oil. Thanks to advanced technology, the high-performance products meet strict industry standards and offer exceptional protection for mechanical components, even under extreme conditions such as racing. Since 1974, motorsport has served as the ultimate testing ground for the Mobil 1 brand, developing innovative technologies and products for customers on the world's roads. Mobil 1 oils optimize engine performance, and service life. Porsche Motorsport teams have relied on Mobil 1 lubricants for more than 25 years in the world's most demanding racing series. Mobil 1 is one of the world's most recognized brands of synthetic lubricants and celebrated its 50th anniversary in 2024. In Formula E, Porsche relies on Mobil 1 transmission oil.

TDK Corporation: A global leader in advanced electronic and magnetic technologies headquartered in Tokyo, TDK is the official technology partner of the Porsche Formula E Team from the upcoming season onward. The collaboration focuses on exchange to further develop next-generation electric powertrain systems. TDK contributes its expertise in magnetic materials, energy storage solutions and sensor technology to support the development of future powertrains for the Porsche 99X Electric. TDK's innovative products should help ensure the Porsche 99X Electric maintains peak performance, reinforcing the car's status as one of the most successful race vehicles in Formula E.

LOCTITE: LOCTITE is a global leader in high-performance adhesives and sealants. It has stood for innovation, precision, and technical excellence for decades. As part of the Henkel Group, LOCTITE offers solutions used in a wide range of high-tech industries – from mechanical engineering to motorsport. The collaboration between LOCTITE and Porsche Motorsport began in 2022 as a technology partner of the TAG Heuer Porsche Formula E Team, resulting in three world championship titles. In 2025, LOCTITE

expanded its involvement to the FIA World Endurance Championship (WEC) and competing in the 24 Hours of Le Mans as the official adhesive partner of Porsche Penske Motorsport. With its high-performance adhesive solutions, the brand makes a significant contribution to the structural integrity and reliability of the Porsche 963.

TAG Heuer: TAG Heuer and Porsche enjoy a long-standing partnership focused on innovation and motorsport. The luxury watch brand, founded by Edouard Heuer in 1860 in the Swiss Jura, is part of SE LVMH Moët Hennessy – Louis Vuitton, the world's leading luxury group. The company employs more than 1,500 people and operates in 139 countries. The collaboration between TAG Heuer and Porsche ranges from sporting competition to product development.

PUMA: The globally active sports company PUMA has been the exclusive partner of Porsche Motorsport for fire-resistant clothing, footwear, and luggage for several years. The racing suits of the Porsche factory drivers and the overalls of the pit crews meet current fire protection standards and offer the highest level of safety in motorsports. Last season, the two sides expanded their collaboration to include specially developed clothing for the entire team. It is used on and off the racetrack. The new collection combines innovative materials with functional design and the highest quality standards – values shared by both brands.

Synopsys: As a leading provider of technical simulations, Ansys bridges the gap between the design phase and the finished product. For more than 50 years, the company has been helping customers from many industries push the boundaries of what's possible with its predictive software. The diverse application areas range from sustainable logistics to advanced semiconductor technologies and satellite systems to life-saving medical technology.

NetApp: Porsche Motorsport and NetApp continue their exclusive partnership in the field of intelligent data infrastructure. In addition to ongoing support for the Porsche Formula E Team, the collaboration also includes Porsche Penske Motorsport in endurance racing.

Cato Networks: Cato Networks is a leading provider of cloud-based SASE solutions that unify networking and security in a single platform. As the technology partner of the Porsche Formula E Team, Cato securely, flexibly, and in real time connects all team locations – from the pit to the development center. This creates a powerful IT infrastructure that enables the team to fully focus on strategy and performance

Porsche in Formula E

As the reigning Teams' and Manufacturers' World Champion, Porsche will contest its seventh Formula E season in 2025/2026. In addition to the factory Porsche Formula E Team, the US customer team Andretti Formula E will compete with the highly efficient Porsche 99X Electric of the latest generation GEN3 Evo. A second Porsche customer team, Cupra Kiro, will participate, relying on 99X technology from the previous generation GEN3. In Formula E, the brand gains valuable insights for its production

sports cars.

MEDIA ENQUIRIES



Yannick Bitzer

Spokesperson Formula E and Esports
+49 (0) 1523 / 911 1435
yannick.bitzer2@porsche.de

Image Sublines

Path: New name, new partner for Porsche in Formula E/Images/img_1.jpg
Title: Thomas Laudenbach, Vice President Porsche Motorsport, IMSA, Indianapolis, USA, 2025, Porsche AG
Subline: Thomas Laudenbach, Vice President Porsche Motorsport

Path: New name, new partner for Porsche in Formula E/Images/img_2.jpg
Title: António Félix da Costa, George Ciz, TAG Heuer CMO, Pascal Wehrlein (l-r), 2023, Porsche AG
Subline: Visit at TAG Heuer: António Félix da Costa, TAG Heuer CMO George Ciz and Pascal Wehrlein in September 2023

Link Collection

Link to this article
https://newsroom.porsche.com/en/2025/motorsports/porsche-formula-e-factory-team-partner-40748.html

Media Package
https://pmdb.porsche.de/newsroomzips/4c75e90e-6655-4f4b-93b2-2a71cb3e9c5a.zip