



**Louis Vuitton becomes Official Partner of Formula 1®
and Title Partner of the
Formula 1® Louis Vuitton Australian Grand Prix 2025 in Melbourne**



Paris, January 30th, 2025 – Within the framework of the 10-year agreement with Formula 1® as a Global Partner, Louis Vuitton becomes Title Partner of the Formula 1® Louis Vuitton Australian Grand Prix 2025 in Melbourne and will play a key role throughout the highly anticipated first Grand Prix of the season.

As Formula 1® celebrates its 75th anniversary this year, the season begins on March 14th with the Formula 1® Louis Vuitton Australian Grand Prix 2025 taking place on March 16th in Melbourne, Australia. Louis Vuitton takes center stage in this journey of champions, reinforcing the tradition that “Victory travels in Louis Vuitton,” with the tagline prominently displayed, in dynamic graphic form, throughout Melbourne’s on-track signage.

United by a shared passion for daringness and innovation, Louis Vuitton and Formula 1® continuously expand the boundaries of their respective worlds, reflecting shared values and a joint commitment to celebrating a spirit of excellence. This partnership also embodies Louis Vuitton and Formula 1®’s combined pursuit of the extraordinary, at a time when fashion, culture, entertainment, and sports are fusing like never before.

From the workshop to the racetrack, overlapping themes of teamwork, precision, and inventiveness bond the two worlds of fashion and sport, and the broader ambition of greatness shared by Louis Vuitton and Formula 1®. This connection is further embodied in a new Trophy Trunk, covered by the emblematic Monogram of the House and adorned with an iconic V, which features Australia's signature colours of green and gold.

Fitting with the tradition of all custom Louis Vuitton pieces, the Formula 1® Louis Vuitton Australian Grand Prix 2025 Trophy Trunk is made by hand at the House's historic House atelier in Asnières, France. This workshop is where the first automotive trunks were designed under Georges Vuitton, the son of Louis Vuitton, in 1897. Over the following 125 years, Louis Vuitton has remained closely associated with automotive culture. When George foresaw the growing popularity of cars and travel, he created a durable canvas material called "Vuittonite" to substitute for leather, which ensured the trunks could withstand the elements. This invention would evolve into today's iconic Louis Vuitton canvas.

"I am extremely proud that Louis Vuitton is the Title Partner of the Australian Louis Vuitton Grand Prix 2025. During this first Grand Prix of the season in Melbourne, the world's greatest champions will embark on a journey towards excellence. Over the course of every race, the drivers and engineers - like artisans in our ateliers - demonstrate creativity, precision, and exceptional determination, each one a value held dear by Louis Vuitton." says Pietro Beccari, Chairman and CEO of Louis Vuitton.

"Louis Vuitton, much like Formula 1, is synonymous with luxury and innovation, and as Title Partner of this year's Formula 1 Australian Grand Prix in Melbourne we look forward to welcoming the iconic brand to Albert Park." Travis Auld, CEO Australian Grand Prix Corporation said.

Louis Vuitton's involvement with Formula 1® is part of the LVMH partnership as a new Global Partner, first announced in October 2024. The House established an initial link with Formula 1® through a partnership with the Automobile Club de Monaco, that comprised developing and presenting the Trophy Trunk for the Formula 1 Grand Prix de Monaco™ between 2021-2024. The ever-growing profile of Formula 1® counts hundreds of millions of worldwide fans. Many will witness the sport's most iconic and heartfelt moments, with Louis Vuitton ensuring that these successes are forever forged in tradition and excellence. This partnership is ultimately an affirmation that "Victory Travels in Vuitton."

“Victory travels in Louis Vuitton”

Over the Maison’s history, precious sporting items belonging to world-class athletes have been entrusted to the packing care of Louis Vuitton. Perpetuating and building upon this cherished tradition, Louis Vuitton creates trunks to transport and showcase trophies for the world’s most emblematic sporting competitions and awards. Imbued with emotion, these adventures continue to mark new milestones in the Maison’s history, an ongoing testament that “Victory travels in Vuitton” and that excellence in sports is echoed in the values of Louis Vuitton. Since its first partnership with the America’s Cup in 1983, Louis Vuitton has joined forces with the world’s most prestigious sports competitions, including FIFA World Cup™ (2010, 2014, 2018, 2022), League of legends (2019, 2020), Davis Cup (2019, 2020, 2021, 2022), Roland Garros (2017, 2018), NBA (2020, 2021, 2022), Formula 1 Grand Prix de Monaco™ (2021, 2022, 2023, 2024), Rugby World Cup France – 2023, Ballon d’Or® (2023, 2024), Olympic & Paralympic Games Paris 2024, Australian Open (2023, 2024).

About Louis Vuitton

Since 1854, Louis Vuitton has brought unique designs to the world, combining innovation with style, always aiming for the finest quality and preserving biodiversity. Today, the House remains faithful to the spirit of its founder, Louis Vuitton, who invented a genuine “Art of Travel” through luggage, bags and accessories which were as creative as they were elegant and practical. Since then, audacity has shaped the story of Louis Vuitton. Faithful to its heritage, Louis Vuitton has opened its doors to architects, artists and designers across the years, all the while developing disciplines such as ready-to-wear, shoes, accessories, watches, jewellery, and fragrance. These carefully created products are testament to Louis Vuitton’s commitment to fine craftsmanship

For further information: louisvuitton.com

About Formula 1®

Formula 1® racing began in 1950 and is the world’s most prestigious motor racing competition, as well as the world’s most popular annual sporting series. Formula One World Championship Limited is part of Formula 1® and holds the exclusive commercial rights to the FIA Formula One World Championship™. Formula 1® is a subsidiary of Liberty Media Corporation (NASDAQ: FWONA, FWONK, LLYVA, LLVYK) attributed to the Formula One Group tracking stock. The F1 logo, F1 FORMULA 1 logo, FORMULA 1, F1, FIA FORMULA ONE WORLD CHAMPIONSHIP, GRAND PRIX, PADDOCK CLUB and related marks are trademarks of Formula One Licensing BV, a Formula 1 company. All rights reserved.