PRESS RELEASE

TGR Haas F1 Team and TOHO CO., LTD.
Unite to Bring Godzilla to the Pinnacle of Motorsport

The 'King of Monsters' to join the grid at flagship events and off-site activations

March 18, 2026 – TGR Haas F1 Team is proud to announce a groundbreaking season-long collaboration with TOHO CO., LTD., the iconic Japanese entertainment studio and home of Godzilla, marking the first-ever collaboration with an entertainment IP in the history of TGR Haas F1 Team. The unprecedented partnership will see the 'King of the Monsters' enter the world of Formula 1 in a high-powered fusion of cinematic history and cutting-edge motorsport performance.

The collaboration will make its global debut at the Japanese Grand Prix on March 27 - 29, with the first major activation, the unveiling of a special edition car livery for the race, taking place in Tokyo Midtown Hibiya, on March 24.

Throughout the 2026 FIA Formula 1 World Championship, the partnership will deliver integrated branding, digital content, limited-edition merchandise, and race-weekend activations designed to engage fans across motorsport and pop culture communities worldwide.

Following its launch in Tokyo, the collaboration will also take center stage at the United States Grand Prix on October 23 - 25, bringing Godzilla's presence to American fans and celebrating the global reach of both Formula 1 and TOHO's iconic franchise. The home race for TGR Haas F1 Team coincides with the US release of 'Godzilla Minus Zero', being released in cinemas on November 6.

Further details regarding merchandise drops, special liveries, and fan experiences will be revealed in the lead-up to the Japanese and the United States Grand Prix.

"This is truly an extraordinary opportunity to showcase our brand to new audiences, and it's a first for both TGR Haas F1 Team and TOHO," shared Ayao Komatsu, Team Principal of TGR Haas F1 Team. "It's an honor to bring a global icon such as Godzilla to this sport and activate across an important year for the franchise. We want our fanbases to combine and celebrate with us, as there will be lots to engage with this season."

"We are honored to announce this partnership between TGR Haas F1 Team – a team that continues to push the limits of performance on the global stage of Formula 1 – and Godzilla, a cultural icon that has continued to evolve for more than 70 years since first emerging from Japan," said Keiji Ota, Senior Managing Executive Officer and Chief Godzilla Officer, TOHO CO., LTD. "Godzilla has come to represent indomitable power and resilience, a spirit that deeply resonates with the TGR Haas F1 Team's determination to constantly break through barriers. Through this collaboration, get ready for Godzilla to rampage on the world's fastest stage! We promise to bring an unprecedented experience that will excite fans of both Godzilla and the TGR Haas F1 Team all around the world."

About Godzilla:
Known as the King of the Monsters, Godzilla has been a global icon since its 1954 debut. Its latest film, Godzilla Minus One (2023), was a global hit, reinforcing its timeless appeal. The highly anticipated new film “Godzilla Minus Zero” is set to launch a wide theatrical release across North America beginning Friday, November 6, 2026. Depicted as both a threat and an ally to humanity, Godzilla reflects the spirit of its time and continues to inspire generations, including through Hollywood adaptations.
Info – https://godzilla.com/

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About TGR Haas F1 Team:
TGR Haas F1 Team has been a stalwart of the FIA Formula 1 World Championship over the past decade following a memorable points-scoring debut for the American owned squad at the 2016 Australian Grand Prix. Now with over 200 grand prix starts to its credit, TGR Haas F1 Team prides itself on being an ambitious challenger within Formula 1 backed by technical partnerships with Scuderia Ferrari and Toyota GAZOO Racing – further underlining its on-going commitment to excellence and advancement within the sport. Founded by industrialist Gene Haas – owner of Haas Automation, the largest CNC machine tool builder in North America with over 80 worldwide outlets – TGR Haas F1 Team is headquartered in Kannapolis, North Carolina in the United States with additional operations in Banbury, England and Maranello, Italy. Domestically Gene Haas is a mainstay of the American motorsport scene having started his own NASCAR team in 2002. A 2008 partnership with champion driver Tony Stewart led to the renamed Stewart-Haas Racing becoming a powerhouse operation winning two NASCAR Cup titles and two NASCAR Xfinity championships. Haas’s personal dedication to NASCAR continues with his current ownership of Haas Factory Team – running in both the Cup and Xfinity series.
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