

‘READY. SET. SPARK’: TINDER TEAMS UP WITH FORMULA E TO GET BEHIND THE WHEEL WITH MOTORSPORT’S BRIGHTEST FEMALE DRIVERS

Following its first-ever motorsport partnership, Tinder is spotlighting the women rewriting the rules of racing, on and off the track



LONDON, October 6th 2026 - Earlier this year, Tinder became the first-ever dating app to partner with Formula E, becoming the ‘Official Sparking Connections Partner’ of the 2026 Hankook London E-Prix. Now, following the season finale race weekend in London, Tinder is launching a brand-new content series starring some of the world’s leading women motorsport talent.

The partnership with Formula E marks Tinder’s first-ever move into motorsport, a deliberate choice to enter a historically male-dominated space, whilst shining a light on the women changing the face of the sport.

Filmed across the 2026 Hankook Berlin E-Prix and 2026 Hankook London E-Prix, Tinder's new flagship content series, 'Ready. Set. Spark,' puts three of the sport's standout drivers - Sophia Flörsch, Marta García and Abbi Pulling behind the wheel for high-speed, unfiltered conversations about love, life and racing. Joined by a line-up of all-women presenters, each driver will navigate high-speed corners whilst tackling candid questions about what it takes to live life in the fast lane.

Each has already broken barriers in their respective careers. Germany's Sophia Flörsch is an Alpine Academy driver, Opel GSE Formula E test and development driver, and the first woman to score points in the FIA Formula 3 Championship. Spain's Marta García became the inaugural F1 Academy Champion in 2023 before making the leap to endurance racing as part of the trailblazing all-women Iron Dames. Britain's Abbi Pulling is the 2024 F1 Academy Driver's Champion, Nissan Formula E rookie and simulator driver and the first woman to win a GB3 Championship race - where she currently competes.

The series taps into a fast-growing passion among singles: motorsport mentions on Tinder rose 1,164% over the course of 2025, showing how the sport is becoming part of how people express themselves and spark connections.

Tinder's move into Formula E reflects the growing crossover between the sport's fanbase and the dating world. Formula E's audience is 49% women, proving that women aren't just tuning into the sport—they are defining its culture, from the grandstands to the grid.

Paolo Lorenzoni, VP Marketing EMEA at Tinder says:

"We wanted to do more than simply show up in motorsport, we wanted to create something that reflected why this partnership made sense in the first place. Formula E shares Tinder's belief that everyone should feel empowered to show up, challenge convention and make their own move. With 'Ready. Set. Spark', we're putting some of the sport's most exciting talent in the driving seat and giving people the chance to see the personalities behind the helmets. It's a partnership about connection, self-expression and proving that there's more than one way to take the lead."

Abbi Pulling, Nissan Formula E Rookie and Simulator Driver, said:

"In motorsport, we're so focused on performance that fans rarely get to see who we are once the helmet comes off. Partnering with Tinder for this series was a brilliant opportunity to share a different side of myself and show what life looks like beyond the track. Chatting through dating, life on the road, and everything in between while taking on high-speed corners was definitely a first for me, but such a fun experience and I can't wait for everyone to see."

This all-new content series will begin rolling out from today across Tinder's UK, German and Spanish Instagram and TikTok channels.

ENDS

About Formula E

The ABB FIA Formula E World Championship is known as the next evolution of motorsport. As the world's first all-electric series, Formula E operates as a high-speed 'living laboratory' where innovation and adrenaline collide.

The Championship has achieved the milestone of 150 races, and serves as a vital test bed for the world's leading automotive manufacturers - including Porsche, Jaguar, Nissan, Stellantis, Mahindra and Lola Cars - to innovate and refine the electric vehicle (EV) technologies that will define future urban mobility.

Underpinning this performance is a profound commitment to impact. Formula E is a Certified B Corp - the world's first and only sport to achieve this designation - reflecting its dedication to high standards of social and environmental transparency. It also recently became the first sport to achieve the BSI Net Zero Pathway certification, setting a new global benchmark for science-based climate action.

As a progressive challenger in the sports landscape, Formula E is defined by unpredictable, wheel-to-wheel competition. In 11 seasons, the series has crowned 10 different champions, proving it to be one of the most competitive and open titles in world championship-level sport. With a commitment to accessibility and a grid of world-class drivers and manufacturers, the series continues to rewrite the rules of elite sport, engaging a new generation who value purposeful ambition and fearless action.

www.FIAFormulaE.com

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About ABB

ABB is a global technology leader in electrification and automation, enabling a more sustainable and resource-efficient future. By connecting its engineering and digitalization expertise, ABB helps industries run at high performance, while becoming more efficient, productive and sustainable so they outperform. At ABB, we call this 'Engineered to Outrun'. The company has over 140 years of history and more than 110,000 employees worldwide. ABB's shares are listed on the SIX Swiss Exchange (ABBN) and Nasdaq Stockholm (ABB). www.abb.com

About Tinder

Tinder is the most fun way to spark something new with someone new. With over 100 billion connections made since launching across 185+ countries and 60+ languages, it's the world's most popular dating app with a scale unmatched by any other app in the category.

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