For Ford, the Return to the F1 Grid is a Matter of Unfinished Family Business

By Will Ford

One hundred and twenty-five years ago, my great-great-grandfather, Henry Ford, stepped into a car he called "Sweepstakes." He wasn't a professional racer, and he wasn't a favorite to win.

He was a man with his back against the wall. That October day in 1901, his victory on the Grosse Pointe dirt track didn't just win him a trophy — it secured the investment that allowed Ford Motor Company to exist.

At Ford, we weren't just inspired by racing. We were born from it.

That is why the air at Ford Racing feels different right now. After a 22-year absence, we are returning to the pinnacle of motorsport. Twenty-two years is too long. As we prepare for the Australian Grand Prix in March 2026, we are returning to our identity.

When I first saw the new liveries for Oracle Red Bull Racing and Visa Cash App Racing Bulls, I didn't see a marketing asset. I saw my family's name back on a global stage where we have unfinished business.

Seeing the Blue Oval integrated into those designs was a reminder of the weight we carry. It's a testament to dedication of our engineers in Dearborn and Milton Keynes have already spent in the trenches.

We are supporting the development of a power unit that is a high-voltage marvel. This isn't a hobby. This is the drama of the sport — the late nights and the brutal technical hurdles of building a solution that can survive the most demanding tracks on the planet.

People often say the track is a laboratory. That's too clinical. The track is a battlefield.

The spirit of innovation we are pushing in F1 is the same one you see across our entire portfolio. Whether it's the Ford Raptor T1+ in the sand dunes of Dakar, our Mustangs at Le Mans, or a Raptor in the ruts of Baja, every mile we lap is an investment in our customers.

Let's be clear: The high-voltage systems and battery software we are refining for 2026 are the literal blueprints for the trucks and cars our customers will drive every day. When you buy a Ranger Raptor or an F-150, you are buying the data and the grit earned during races.

We at Ford aren't only in F1 to collect trophies. We are there to engineer more capable Ford vehicles.

I've felt the electricity in our hallways. Our employees aren't spectators — they are part of this mission. They know that when those cars take to the grid in Melbourne, they carry the legacy of 1901 and the future of our company.

We are optimistic, but we aren't naive. The competition is fierce, and we respect the challenge. In racing, you win and lose with equal grace, but you never stop pushing.

To the fans who have waited two decades: we're back. To our team: thank you for the work that got us here.

The Blue Oval is back where it belongs. Now, let's go racing.

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