F1‘s Ollie Bearman & Tech Retailer CeX Announce Partnership for 2026

Wednesday 28 January, 2026

As the 2026 F1 season kicks off with a new focus on hybrid efficiency, we’re sharing news of a partnership between British Formula One driver Ollie Bearman and CeX, the global leader in tech renewal.

This collaboration is built on the philosophy of **"Winning through Smart Recycling."** While Ollie focuses on maximising energy recovery on the track to find every millisecond, CeX is applying that same high-performance mindset to the technology lifecycle.

Key highlights of the partnership:

- **The Efficiency Link:** Connecting F1’s hybrid energy cycles with the reuse model of tech renewal.
- **Single-Minded Drive to be the Best:** A shared commitment between a world-class athlete and a global retailer to achieve the best through smarter resource management—backed by a market-leading 5-year warranty.
- **Global Footprint:** Aligning the F1 world tour with CeX’s extensive reach of 630+ stores across four continents - from **Silverstone to Melbourne** and **Madrid to Mexico City** - serving value-conscious tech lovers worldwide.

The full press release and high-res assets are linked below of Ollie Bearman and the CeX logo.

Best,

CeX Marketing Team

FOR IMMEDIATE RELEASE

Formula One Sensation Ollie Bearman and CeX Announce Partnership for 2026

LONDON, UK – January 28, 2026 – Ollie Bearman and CeX, the leading global specialist in second-hand consumer technology and gaming, have today announced a major new sponsorship partnership which will run for the duration of the 2026 Formula One season.

The collaboration unites the youngest ever British Formula One driver and one of the most promising young drivers in world motorsport with a brand that has spent over 30 years making gaming and technology more accessible. As Bearman embarks on his second full season in Formula 1 with the TGR HaasF1 Team, following a standout rookie campaign, the partnership celebrates the deep connection between modern racing and the world of gaming and tech.

From the Console to the Cockpit

Ollie Bearman represents a new breed of athlete who has grown up as comfortable with gaming and tech as he is with a car’s steering wheel. Unlike F1 drivers of the past, Bearman is a digital native; he utilises sim racing games and hardware as part of his training to sharpen his reflexes and master international race tracks.

"I’m really excited to be working with CeX," said **Ollie Bearman**. "I’ve been a gamer my whole life, and I use simulators to stay sharp between races. CeX is a brand I’ve known since I was a boy - it’s where so many people go to get the gear they need to start their own gaming journey. There’s a natural fit between the precision of F1 and the games and tech that CeX specialises in."

A Shared Focus on Performance and Sustainability The partnership will see the CeX logo featured on Bearman’s race suit and base layer, along with unique content and competitions featuring on his social media platforms throughout the 2026 F1 calendar. The collaboration focuses on three core pillars:

- **Sim-Racing Integration:** Bearman will showcase how he uses professional sim-racing gaming hardware to maintain his competitive edge, demonstrating the tangible link between virtual

Media:





Related Sectors:

Media & Marketing :: Motoring :: Retail & Fashion :: Sport ::

Scan Me:

gaming and professional racing is smaller than ever.

- **Accessible & Sustainable Tech:** Highlighting CeX's "buy, sell, and exchange" model, the partnership promotes quality second-hand tech as an affordable and trustworthy alternative, backed by CeX's 5 year free warranty that puts customers in pole position.
- **Smart Reuse:** Linking F1's hybrid energy efficiency with the CeX value proposition. Whether it's Bearman harvesting energy to reuse for a faster lap or CeX giving tech a 1-Up second life, to drive value and put a brake on e-waste, both are driven by the goal of getting maximum performance out of every piece of technology. CeX makes upgrading a quick and easy pit stop, ensuring games and gadgets stay in the race for longer instead of hitting a "Game Over."

"Ollie is a phenomenal talent who embodies the connection between gaming and elite performance," said **David Mullins, Managing Director of CeX**. "He proves that the bridge between the virtual and the physical is real. We are proud to support a driver who shows our customers that with dedication and the right tech, you can aim for the top of any field."

About Ollie Bearman

Ollie Bearman is a British Formula 1 driver for the TGR Haas F1 Team, who rose to global prominence after a sensational debut in 2024 at the Jeddah Corniche Circuit with Scuderia Ferrari. He is one of the leading figures in the next generation of British motorsport. More info at **olliebearman.com**

About CeX

Founded in 1992, CeX is a global specialist in second-hand electronics and gaming. With over 600 stores across 10 countries, CeX provides a competitive challenge to buying new, making technology accessible through its unique 'buy, sell, and exchange' model. By renewing and recirculating technology, CeX empowers millions of customers to upgrade their gear while driving a more sustainable, circular economy for the future of technology. Race to CeX at **webuy.com**

Company Contact:

CeX

E. uk.marketing@webuy.com
W. https://uk.webuy.com/

View Online

Additional Assets:
https://olliebearman.com/
https://uk.webuy.com/

Newsroom: Visit our Newsroom for all the latest stories:
https://www.cexuk.pressat.co.uk