Press Release

Leica Camera and Formula 1® Announce Licensing Partnership and Unveil the Leica Q3 43 Formula 1® Edition

This special edition camera combines photography and motor racing, perfectly embodying their shared values: precision, teamwork and craftsmanship. All for that decisive moment.

Wetzlar, 21 October 2026 – Two long-established brands, Leica Camera and Formula 1®, have announced their collaboration as part of a licensing partnership and are presenting the special edition Leica Q3 43 Formula 1® camera. Both brands have a long tradition of innovation. Driven by this spirit, they have created a camera that enables exceptionally authentic photography and translates the fascination sparked by motorsport into a handcrafted design. This is achieved through features including a wireless charging handgrip with a carbon fibre shell, a soft-release button with a carbon inlay and red rim, and a matching thumb rest. Its details also include a non-slip Microvelour covering modelled on a racing steering wheel, an F1 logo on the top plate and lens cap, and a rope strap included in the set that is in keeping with the carbon fibre components and bears both brands' logos. This is craftsmanship from Leica, inspired by the world of Formula 1. The Leica Q3 43 Formula 1® was officially unveiled at an exclusive event held at the Leica Store and Leica Gallery in Los Angeles. The collaboration was presented to guests by Formula 1 presenter Ariana Bravo and 2009 FIA Formula 1® Drivers' World Champion Jenson Button. A series of 26 motorsport photographs by Callo Albanese were also on display at the event. The Italian photographer specialises in Formula 1 and motorsport photography.

A Partner When It Matters Most: The Decisive Moment

Formula 1 races take place in an environment exerting the highest technical demands. Performance does not stem from a single element, but from the precise interplay of components and team members. All of these factors are united by a commitment to keep fine-tuning this interplay throughout an entire season. A Leica camera is created with a similar approach: the optics, sensor,

design and mechanics are fine-tuned until there is nothing that stands between the photographer and their subject.

Leica Camera and Formula 1 share the same values: excellence, precision, courage and the pursuit of perfection. They are also united in the certainty that success is decided in fractions of a second and in moments that cannot be repeated. Whether it's in the cockpit or behind the camera, the responsibility for success lies with one person.

Craftsmanship with a Racing Spirit

The visible fibre structure on this camera edition is made from genuine carbon. This material is not traditionally used in Leica cameras. In motor racing, however, carbon is the defining material because it combines low weight with extreme rigidity. The carbon fibre parts for the Leica Q3 43 Formula 1® Edition have been manufactured and tested exclusively in Germany.

This creates a cohesive look from the handgrip to the thumb rest and soft-release button, and the exceptionally even finish makes the craftsmanship palpable. Light falling on the surface emphasises the texture, giving it shifting visual depth with every movement. Carbon fibre is positioned at the key points where the camera is held and operated. The connection to motorsport is therefore not just visual, but can be felt with every shot.

The carbon fibre is complemented by a black Microvelour covering whose texture is modelled on racing steering wheels. That's also where the idea for the red accents came from: the control elements on the steering wheel are colour-coded to help the driver find them quickly. The soft-release button and one of the two function buttons on the thumb rest feature the same colour scheme. The set is completed by a special carrying strap featuring F1 branding and custom-designed packaging with red inlay. Every detail reflects the same level of precision demanded on the track.

The Leica Q3 43

The Leica Q3 43 provided the technical basis for this special edition. With a focal length of 43 millimetres, the APO-Summicron 43 f/2 ASPH. lens provides an angle of view that closely resembles the way the human eye naturally perceives the world. There's no need to zoom, search or miss the moment. This is particularly beneficial in the paddock and around the racetrack, where atmosphere and proximity are key to capturing the authentic essence of the scene. Thanks to Triple Resolution Technology, the BSI CMOS full-frame sensor provides the option of 60, 36 or 18 megapixels. A fast hybrid autofocus system and extensive video functions complete the package.

‘Formula 1’ Leica Look

The new Leica ‘Formula 1’ look was specifically developed for this camera to create a rendering that complements the world of motorsport. Higher contrast and richer saturation capture the atmosphere of the racetrack and paddock in the final image. This look is available exclusively on this camera via the Leica FOTOS App, and can be applied immediately while taking photos so that the effect is visible in the viewfinder, rather than only emerging during post-processing. The same app then transfers images and videos to mobile devices. Thus, the collaboration between Leica Camera and Formula 1 is not only reflected in the materials and design, but also in the visual aesthetic itself.

Availability

The Leica Q3 43 Formula 1® Edition is available from 21 October 2026 at all Leica Stores, in the Leica Online Store and from specialist retailers. The recommended retail price is £7300 including VAT. This edition is compatible with the Leica Q3 and Q3 43 photography accessories.

About Leica Camera

Leica Camera AG is an international, premium manufacturer of cameras, lenses and sports optics. As part of its growth strategy, the company has expanded its portfolio to include mobile imaging (smartphones) and the manufacture of high-quality spectacle lenses and watches, and is also represented in the home cinema segment with its own projectors.

Leica Camera AG, having its headquarters in Wetzlar, Germany, and a second production site in Vila Nova de Famalicão, Portugal, operates a global network of its own distribution companies with around 120 Leica Stores worldwide.

The Leica brand stands for excellence in quality, German craftsmanship and industrial design, combined with innovative technologies. An integral aspect of the brand culture is the promotion of the culture of photography, with around 30 Leica Galleries worldwide, the Leica Akademie and international awards such as the Leica Hall of Fame Award and the Leica Oskar Barnack Award (LOBA).

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

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