



OPEN LETTER TO THE MEMBERS OF THE FIA SENATE

5 March 2026

Ms Elizabeth PERRY (Australia)
Ms Monica MAILANDER (Italy)
Ms Fatma SAMOURA (Senegal)
Members of the Senate
Fédération Internationale de l'Automobile (FIA)

Dear Members of the FIA Senate,

Re: Protect Women and Girls, End Tobacco Sponsorship in Formula 1

As the 2026 Formula 1 race kicks off in Australia on 8 March-International Women's Day- we are calling on the FIA to protect women and girls' right to enjoy tobacco-free sports by ending tobacco sponsorship in F1.

Several years ago, on 19 October 2021, a youth leader, Lisa Lu from the International Youth for Tobacco Control (IYTC), together with 17 youth organizations, [wrote](#) to the CEO of the FIA, calling on the FIA to take responsibility for the generation of young F1 fans, respect the right to tobacco-free sports, and honour its commitment to end tobacco sponsorship in F1. The CEO's response, in a letter dated 8 November 2021, did not address the problem and instead claimed that the responsibility lies with national governments.

The youth replied to the CEO on 12 December 2021, stating that tobacco sponsorship in F1 is an international problem in a global sport, hence, the responsibility lies with the sport's international regulatory body. The letter provided examples of F1 and tobacco promotions seen around the world as sport is broadcasted online. The youth reiterated their call to the FIA to end tobacco sponsorship in F1, to which there was no response from the FIA.

Since then, the tobacco industry's promotions in F1 have worsened. For example:

- British American Tobacco's e-cigarette and nicotine pouch brands appearing on [F1 Kids](#), whose expanded programming features child-friendly content such as avatars for drivers.
- Female artist Anna Tangles was sponsored to promote the tobacco brand [Vuse](#) at the Abu Dhabi race in 2022.
- Young [women](#) are recruited to promote tobacco products. [Social media strategies](#) promote the e-cigarette brand Vuse in connection with F1. Netflix series *Formula 1: Drive to Survive*, featuring high levels of tobacco branding, has engaged new audiences, including [young people and women](#).

In May 2024, the Global Youth Voices (GYV), a movement of global, regional, and local youth organizations spanning more than 130 countries and seeking to make the tobacco industry pay for the harms caused to the planet and its people, adopted the GYV [Declaration](#). The Declaration calls for a comprehensive ban on all forms of tobacco advertising, promotion, and sponsorship and affirms that there is a fundamental conflict of interest between the tobacco industry and public health. Formula 1's continued acceptance of tobacco-linked sponsorship contradicts these principles.

Women face significant health and economic risks from the tobacco industry, and the targeting of women has been well documented over the decades. As 183 governments around the world are implementing the ban on tobacco advertising, promotion, and sponsorship under the World Health

Organization Framework Convention on Tobacco Control (WHO FCTC), F1, by allowing tobacco industry sponsorship serves to sabotage government efforts. Table 1 (below) demonstrates that allowing tobacco sponsorship in F1 will undermine laws and government efforts in more than half of the countries hosting F1 races. In many countries, vaping (use of e-cigarettes) has [overtaken](#) smoking, and [more teenage girls](#) vape than boys.

As the first race for 2026 kicks off in Australia on International Women's Day, race cars cannot advertise tobacco brands such as Vuse because Australia has banned tobacco sponsorship. However, the virtual nature of sponsorship promotion will undermine Australia's ban. Australia is facing challenges in controlling vaping as the prevalence is considerably [higher among females](#) than males (35.4% vs. 25.1%).

In 2002, the FIA made a commitment for a tobacco-free sport. But after two decades, this commitment remains mere lip service, and F1 is the only global sports series that still allows tobacco sponsorship.

This year's International Women's Day theme is "[Give to Gain](#)." We are calling on you, as women in the FIA Senate, not to give in to the tobacco industry's money but to honour the right of girls and women to enjoy a tobacco-free F1. We urge you to exercise your representation in the F1 Senate for good governance and end tobacco sponsorship in F1.

Sincerely,

Signed by women spokespersons of the Global Youth Voices:

1. **Lisa Lu**, International Youth Tobacco Control (IYTC)
2. **Karina Mocanu**, European Network for Smoking and Tobacco Prevention Next (ENSPNExt)
3. **Sarah Rauzana**, ASEAN Youth Organization (AYO)
4. **Ana Paula Ramis Aguilar**, Red Internacional de Promotores ODS (RIPO)
5. **Yvette Mbewe**, Tobacco-Free Association of Zambia Youth Advocates

Cc:

Dr Tedros Adhanom Ghebreyesus, Director-General, World Health Organization, Geneva
Andrew Black, Acting Head, WHO Framework Convention on Tobacco Control Secretariat, Geneva

About the Global Youth Voices

The Global Youth Voices (GYV) is a movement that represents youth coalitions and organizations covering 135 countries across the globe that seeks to make the tobacco industry pay for the harms caused to the planet and its people, not only for those in this generation, but also future generations. GYV's previous statements and initiatives have been recognized by the World Health Organization (WHO) and at the WHO Framework Convention on Tobacco Control (FCTC) Conference of the Parties. The Global Center for Good Governance in Tobacco Control (GGTC) convenes and provides technical assistance to the GYV.

Table 1: Of the 21 countries participating in F1, 19 countries are Parties to the WHO FCTC (except Monaco and USA), and are at various stages of implementing the treaty.

	2026 Race Dates	Ban or Restriction on Tobacco Sponsorship	Ban on E-cigarettes (Vuse) *	F1 will be undermining national law
Australia	6-8 Mar	R	R**	✓
China	13-15 Mar			
Japan	27-29 Mar			
Bahrain	10-12 Apr	✓	✓	✓
Saudi Arabia	17-19 Apr	R		✓
USA	1-3 May, 23-25 Oct, 19-21 Nov	R		✓
Canada	22-24 May	R		✓
Monaco	5-7 Jun			
Spain	12-14 Jun, 11-13 Sep	✓		✓
Austria	26-28 Jun	✓		✓
U.K.	3-5 Jul	R		✓
Belgium	17-19 Jul	R		✓
Hungary	24-26 Jul	R		
Netherlands	21-23 Aug	✓		✓
Italy	4-6 Sep	R		✓
Azerbaijan	24-26 Sep	R		✓
Singapore	9-11 Oct	R	✓	✓
Mexico	30 Oct -1 Nov	✓	✓	✓
Brazil	6-8 Nov	R	✓	✓
Qatar	27-29 Nov	✓	✓	✓
UAE	4-6 Dec	✓		✓

**E-cigarettes: The term e-cigarettes is the generic term used to encompass a broader range of electronic nicotine delivery systems (ENDS) and electronic non-nicotine delivery systems (ENNDS), such as e-pipes, e-shishas and e-cigars.*

***Australia allows the sale of e-cigarettes only on a prescription basis to those who want to quit smoking.*