



Q8 STRENGTHENS ITS PRESENCE IN THE WORLD OF FOOTBALL WITH NEW PARTNERSHIPS IN SERIE A AND SERIE B FOR THE 2025/26 SEASON

Rome, August 22, 2025 - Q8 renews and expands its commitment to football by announcing **new partnerships with seven clubs across Serie A and Serie B** for the **2025/26** season. A widespread presence that reinforces **the company's connection with local communities and the passions of Italians**, in line with a communication strategy increasingly focused on people's everyday lives.

Following the successful collaboration launched in recent seasons with **AS Roma**, Q8 is strengthening its presence in the world of football by teaming up with **six additional top-tier clubs: ACF Fiorentina, Atalanta BC, Bologna FC 1909, Palermo FC, and Torino FC.**

These partnerships mark another step forward in Q8's commitment to more responsible mobility. The company will support some of the clubs on the logistics side as well, **supplying their fleets with Q8 HVO, an advanced biofuel derived from renewable raw materials. This concrete choice significantly reduces CO₂ emissions** and reinforces Q8's determination to actively contribute to the **energy transition**, bringing innovation and environmental responsibility into the world of sport.

This network of collaborations reflects the company's desire **to build authentic connections with local communities**. Each partnership will serve as an opportunity to co-develop social and environmental responsibility initiatives together with the clubs—fully aligned with the shared values and sustainability commitments of Q8.

In line with the positioning expressed by the payoff **"Muoviti più liberamente"** and with the spirit of closeness to local communities demonstrated through the brand's most recent initiatives – from the campaign **"Ogni rifornimento una storia da raccontare"** to the partnership with the National Amateur League for the Italian Beach Soccer Championship, up to its role as **Official Partner of the IDays** – Q8's commitment to football confirms the company's determination to support the territory with projects of real value, combining social sustainability, inclusion, and attention to younger generations.

*“Being close to people also through what they love is an integral part of our identity,” said **Fabio Curtacci, Retail & Marketing Director of Q8 Italia.** “Through these partnerships with leading football clubs, we aim to strengthen our presence across the country, supporting sport in a concrete way and in line with the values that have always guided us: energy, innovation, sustainability, and engagement. This commitment also extends to sustainable mobility projects, such as the supply of Q8 HVO for the fleets of several teams, actively contributing to the energy transition.”*

With this expansion of its presence in the world of sport, Q8 reaffirms its **positioning as a contemporary and dynamic brand**, able to interpret and accompany today’s passions with an authentic, engaging, and relatable voice.

About Q8

Q8 is one of the leading players in the Italian energy sector, ensuring the mobility of people and goods. Through its subsidiaries and affiliates, it operates across the entire downstream value chain, from refining to end customers, supported by a network of around 2,900 service stations across the country and a logistics system designed to serve the entire distribution network.

Q8 is also active, through other Group companies, in the production of advanced and sustainable biofuels, as well as in the direct sales market (Extra-network), lubricants, and fuels for the marine and aviation industries. At the core of Q8’s strategy lies the sustainability of its business, pursued by combining environmental protection, social development, and economic growth in a synergistic way.

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