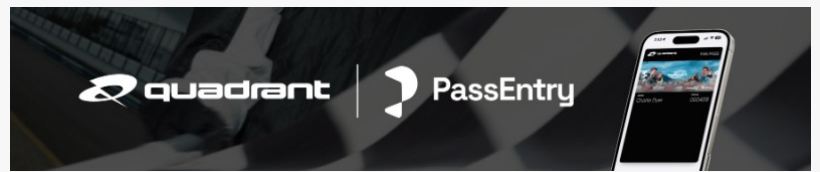


Quadrant Partners with PassEntry to Launch Digital Community Pass, Bringing Fans Closer to Motorsport Culture

LONDON, UNITED KINGDOM, August 12, 2026 /EINPresswire.com/ -- Quadrant, the motorsport lifestyle brand founded by F1 driver Lando Norris, today announced a partnership with PassEntry, the leading platform for digital wallet passes, to launch the Quadrant Community Pass - a digital membership card delivered straight to fans' Apple Wallet and Google Wallet.



The Quadrant Community Pass gives fans a single, always up-to-date home for their membership, replacing static loyalty cards and one-off email updates with a live digital pass that sits on the lock screen, ready whenever fans need it.

Bringing Fans Closer to the Track

Quadrant has built one of motorsport's fastest-growing communities, blending elite sport with creator culture, content and lifestyle for an audience that lives online and engages deeply with authentic, fast-paced storytelling. As Quadrant expands its physical footprint - from pop-ups to exclusive experiences at race weekends around the world - the brand needed a way to recognise and reward its community, without asking fans to download another app.

Working with PassEntry, Quadrant can now issue every member a branded digital pass that:

- Unlocks exclusive access to pop-ups, race-weekend experiences and community events, with entry verified instantly via QR code - no printed tickets, no app downloads.
- Delivers timely alerts straight to the lock screen - from new product drops and event announcements to race-day reminders - via push notifications and location-triggered messages when fans are near a Quadrant activation.
- Deepens the fan relationship, giving Quadrant a direct, permission-based channel to its community and the analytics to understand how members are engaging with the brand.
- Feels effortlessly on-brand, with a fully customised pass design that reflects Quadrant's identity, distributed in minutes via SMS, email or QR code.

Built for Speed, On and Off the Track

For Quadrant, speed of delivery mattered as much as design. PassEntry's platform allowed the Quadrant Community Pass to go from concept to launch in a fraction of the time of a native app build, with no on-going development costs required to keep passes updated as the community and its perks evolve.

"The default answer in this industry is to 'build an app' and it's almost always the wrong one," said Nico Cary, Co-Founder & CTO, PassEntry. "Nobody wants to download another app, create another account and remember another password just to prove they're a fan. The wallet is already there, on every phone, one tap away. Quadrant got it, ship the pass, skip the app and spend the engineering budget on literally anything else. We had them live in days. The app route would've taken months to ship."

"Our community is at the heart of everything we do, and we wanted to give them something that matches the pace of what we're building," said Alex Chalder, Head of Brand Activations, Quadrant. "The Community Pass turns membership into something fans actually use - it's in their wallet, it updates instantly, and it gets them into the moments that matter."

Availability

The Quadrant Community Pass is available now to members via [Quadrant.gg](https://quadrant.gg), with the pass adding directly to Apple Wallet or Google Wallet in a single tap.

About Quadrant: Quadrant is the home of new-generation motorsport fandom. Founded by Lando Norris and brought to life by Veloce, Quadrant blends elite sport with creator culture, lifestyle and entertainment for an audience that lives online and engages deeply with authentic, culturally relevant content. Learn more at quadrant.gg

About PassEntry: PassEntry is the leading platform for digital wallet passes, enabling businesses across ticketing, loyalty, membership, travel and retail to create, distribute and update secure Apple Wallet and Google Wallet passes. Trusted by over 170 companies worldwide, PassEntry helps brands cut friction, boost engagement and reach customers in real time - no app downloads required. Learn more at passentry.com

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