



# Norbert Haug

*“Business is like Formula 1 racing – only with a lot more competitors”*

Norbert Haug was the head of Mercedes-Benz Motorsport for more than 22 years. Under his leadership, Mercedes won, with its partner teams, a total of four Formula 1 Drivers' and two Constructors' World Championships between 1998 and 2009. In the DTM, between 1991 and 2012, Mercedes, under the guidance of Norbert Haug, triumphed against well-known works teams such as Audi and BMW in more races than all competitors combined. Mercedes thus became the most victorious brand of the DTM. Of more than 900 races in all major motorsport categories, Mercedes won more than 400 under Haug's management, more than 80 of them in Formula 1 and over 140 in the DTM. The current Formula 1 Silver Arrows were launched under the direction of Norbert Haug. They won the Formula 1 World Championship in 1998 and 1999 with partner McLaren and Mika Hakkinen and in 2008 with Lewis Hamilton. In 2014, the year after Haug's departure, Mercedes dominated with its Silver Arrow works team and was the double world champion with Lewis Hamilton.

## Themes

### > Peak performance in the Champions League – Behind the scenes of Formula 1 and the DTM

- You can only get to the top if the foundation is sound
- You cannot dictate teamwork
- Passion is the accelerator of success

### > The way to the top – Find your own turbocharger

- Only when the going gets tough is change easy
- Only sporting objectives create competitive results
- Only a good role model provides the best result in the team

### > Leadership means leading the way – Respect creates success

- The boss doesn't have to be able to do everything – but does have to understand everything
- If you're not having fun, you won't reach your limit
- Role models as a motivational force

## References & Press

1990 to 2013 Mercedes-Benz Motorsport Head

Today, Norbert Haug works as a coach and motorsport expert on ARD TV broadcasts and as a consultant for medium-sized companies, including a manufacturer that specialises in converting automobiles for use by the disabled.

### 1976-1990:

Motor Presse Stuttgart

- Sports editor for „sport auto“
- Sports head „auto motor and sport“
- Editor-in-chief „sport auto“
- Chief reporter „auto motor and sport“
- Member of the editorial board „auto motor and sport“

### 1 October 1990 – 31 March 2013:

- Mercedes-Benz AG
- DaimlerChrysler AG
- Daimler AG
- Head of motorsport, as of 1999 Vice President

### 1990 – 2012:



968 Races – 39 wins, including: 328 Formula 1 races (partner team McLaren and Brawn GP, works team as of 2010)

- 87 wins
- 4 title wins Formula 1 Drivers' Championship
- 2 title wins Formula 1 Constructors' World Championship
- 288 DTM and ITC races
- 145 Wins
- 9 track wins Manufacturers' Championship
- 13 title wins Team Championship
- 10 title wins Drivers' championship

## Fees & Languages

**Keynote speech** On request

**Daily rate** On request

**Languages**  

## Travel costs



## Media