

NORBERT HAUG



Motorsports Manager Mercedes-Benz (1990-2012)

For more than 22 years Norbert Haug was the face of Mercedes-Benz motorsports - in the DTM in Germany and in Formula 1 all over the world.

Norbert Haug began his career as a journalist at the "Pforzheimer Zeitung" and then moved to Motor-Presse-Verlag in Stuttgart. There he becomes head of the sports department at the flagship magazine "auto motor und sport", then chief reporter and then deputy editor-in-chief.

Norbert Haug was Head of Motorsport at Mercedes-Benz from 1 October 1990 to 31 March 2013. He initiated Mercedes-Benz's return to Formula 1 in the 1990s. With his partners McLaren and Brawn GP, Mercedes won six World Championship titles under Haug's responsibility between 1998 and 2009, including four Driver World Championships with Mika Häkkinen, Lewis Hamilton and Jenson Button. 87 out of more than 320 Formula 1 races were won. In the DTM, Mercedes-Benz has become the most successful brand during Haug's era and won 145 races. During his more than 22 years at Mercedes-Benz, he is responsible for more than 900 races in total, of which over 400 were won, bringing Mercedes-Benz over 60 international motorsport championships including the legendary 500 miles from Indianapolis/USA. In 2010 Haug and his team launched the Silver Arrow factory team, which won the world championship title in 2014 with Lewis Hamilton, who grew up in the Mercedes junior driver system.

Today, Norbert Haug works as a consultant for various companies, including Paravan GmbH, which manufactures vehicle conversions for the disabled. In spring 2014, Haug has been engaged by ARD as a motorsport expert with a focus on DTM live broadcasts. Norbert Haug also is a sought after speaker and interview partner at company events and congresses. He presents his topics preferably in a panel discussion or in an interview together with a moderator.