



# Niki Lauda

Former Formula 1 World Champion



CSA Celebrity Speakers Ltd

Niki Lauda is probably known as one of the best Formula 1 racing drivers the sport has ever seen. This three-time World Champion survived one of the worst, fiery crashes ever seen in Formula 1 only to walk away from a near-certain 4th title in 1976. His triumphant second career in the mid-1980s with McLaren saw him as the elder statesman of F1 and the tutor of young "Professor" Alain Prost.

**"To finish first, one must first finish."**

## In detail

After recapturing the F1 title in 1977 with Ferrari, Niki abruptly quit to join Bernie Ecclestone's emergent Brabham-Alfa Romeo team. He won two races for Brabham before, once again, abruptly retiring in 1979 to devote all his efforts to his then-fledgling airline, Lauda Air. He could not resist the urge to make a comeback, and in 1982 he rejoined Formula 1, winning his third GP after returning and the 1984 title. Finally giving in to the years, he retired for good with 25 GP wins after the 1985 season. After retiring he returned to running his airline, Lauda Air. Ousted by boardroom politics after a sale to majority partner Austrian Airlines in 1999, he managed the Jaguar Formula One racing team 2001-2002. In late 2003, he started a new airline, Niki.

## What he offers you

Drawing upon his experiences both as a world class racing driver and businessman, Niki entertains his audiences with his presentations in which he shows the importance of teamwork, motivation and success.

## How he presents

Niki Lauda is a sought after speaker at company conferences and seminars around the globe. His entertaining and motivational presentations make him a popular choice.

## Topics

The Will to Win  
Calculating Risks  
Motivation  
Teamwork

## Languages

He presents in German and English.

## Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

## How to book him?

Simply phone, fax or e-mail us.

## Publications

**1996**

Das dritte Leben

**1986**

Meine Story

**1984**

The New Formula One: A Turbo Age

**1977**

My Years With Ferrari

**1975**

The Art and Science of Grand Prix Driving