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STARS & CARS

The Mercedes-Benz Motorsport Magazine



Formula 1

McLaren-Mercedes
celebrate 100 races

DTM

All about
the new season

Mercedes Centenary

Historic racers in Monte Carlo
The heroes of the early years

100
YEARS
Mercedes-Benz
THE STORY OF PASSION

The Story of Passion

100 YEARS
Mercedes-Benz
THE STORY OF PASSION

"The first Mercedes was a racing car", runs the headline in an advertisement that will be appearing in the world's print media in the next few days to mark the centenary of the brand. Between March 25 and 29, 1901, a 35 hp Mercedes with works driver Wilhelm Werner at the wheel, swept aside the competition at the Nice Week Races.

Since those heady days, all the cars built in Bad Cannstatt and subsequently in Untertürkheim have

borne the name Mercedes. And so the racing tradition of the Mercedes brand is quite literally as old as the brand itself.

Over the first three quarters of this year, leading up to the IAA Motor Show in Frankfurt in September, Mercedes-Benz is celebrating that proud tradition under the heading "The Story of Passion." According to the storyboard, the month of April is dedicated to the topic of motor sport.

Even if the 1901 winner and the 2001 Formula 1 car have nothing but four wheels and a Mercedes engine in common, the ambition to match up to the very best on the race tracks of this world burns as brightly today as it did 100 years ago.

"For us, motor sport demonstrates our motivation to keep moving forwards and fight for victory - as a company, as a brand, and as a team," said Jürgen Hubbert,

DaimlerChrysler AG Board Member responsible for the division Mercedes-Benz Passenger Cars and thus also for motor sport.

On March 28 and 29, 2001, exactly 100 years after those first races and first victories, Mercedes-Benz was back in Monte Carlo, celebrating the centenary in style - with a parade of winning cars from across the decades and a classic car rally, to the original locations of those early successes



■ Ages apart: The West McLaren Mercedes that won the 1998 Formula 1 title follows the 1902 Mercedes Simplex through Monte Carlo

on the Côte d'Azur. Just three days later, David Coulthard drove the West McLaren Mercedes MP4-16 to victory in the Brazilian Grand Prix in Sao Paulo - the first win of 2001.

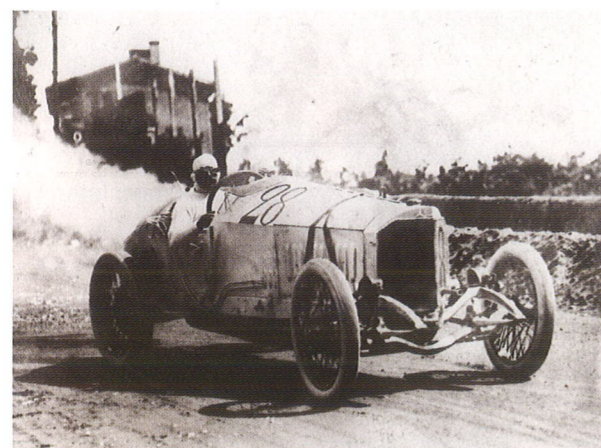
The story, of course, continues - in the next issue of Stars & Cars.



West McLaren Mercedes

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PAGE 16 Mika Häkkinen in the West McLaren Mercedes in Melbourne – this was the 100th Grand Prix that McLaren and Mercedes-Benz had contested together



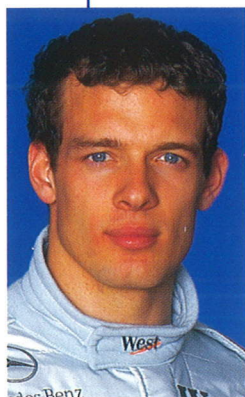
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PAGE 32 The proof's not hard to find: the Häkkinen factor is adding lashings of appeal to TV and print ads alike



PAGE 74 The 1902 Mercedes Simplex was the oldest car to take to the streets of Monte Carlo for the centenary celebrations



Five questions for Alexander Wurz

"This was absolutely the right thing to do"

Over the last four seasons, Alexander Wurz, 27, contested 52 Grands Prix for the Benetton team. In 1998 he finished the season in eighth place in the Formula 1 drivers' rankings. This season, the Austrian lines up with the West McLaren Mercedes team as the third driver.

What made an experienced Formula 1 driver like you decide to become a test driver?

Wurz: "I'm aiming to be back on the grid in 2002 and want to earn myself a seat by doing some good testing work. I realised what a challenge it would be to be a member of this top team and what opportunities it would mean for

me. I'm sure that my driving skills will benefit from being part of the West McLaren Mercedes team."

What makes a good test driver?
Wurz: "The test driver's impressions are at least as important for the team as the findings from the computed data. I'm expected to put in consistent performances to enable improvements to be measured. I have to stick firmly to the prescribed driving program and provide precise feedback on the cause and effect of the things we're trying out. That takes a sound knowledge of the technical side."

What does a test driver's day look like?

Wurz: "It starts with an 8 a.m. briefing at the track, to talk through the theoretical side. Then we get in as much driving as possible or as necessary un-

til 6 in the evening with a break for lunch. Then there are meetings with the engineers that can go on til 8 and beyond. Normally I get back to my hotel at nine - dead tired. And at races I'm always on site in case the team needs a reserve."

How do you get along with Mika and David?

Wurz: "We talk to one another a lot, and that's very important. After all, I'm not just supposed to take the load off them both on the testing front. I'm helping to develop the car that they race in. The test driver's findings point the way forward for the development effort. It's a very responsible role indeed."

Any regrets?

Wurz: "None at all. This was absolutely the right thing to do."

Mercedes-Benz C 32 AMG – the new Formula 1 Medical Car

The fastest ambulance in town

This Mercedes-Benz C 32 AMG estate may always tag along behind the field but speed is one of its key attributes. Its 3.2 litre V6 engine develops 354 hp and can power the Medical Car from 0-100 kph in 5.4 seconds, making for a top speed of 280 kph. The fundamentals of the new Formula 1 Medical Car that took over from the C 43 AMG at the opening race of the season in Melbourne, are identical with those of its production counterparts. By making targeted modificati-

ons to the chassis, brakes and gearbox, Mercedes-AMG GmbH has endowed the C 32 AMG with all the racing talents it will require out on the track. Added together, the car's characteristics amount to a level of performance that makes perfectly sure Professor Sid Watkins, Formula 1's medical director who sits alongside the driver of the C 32 AMG during practice and race, will always get to the site of an acci-



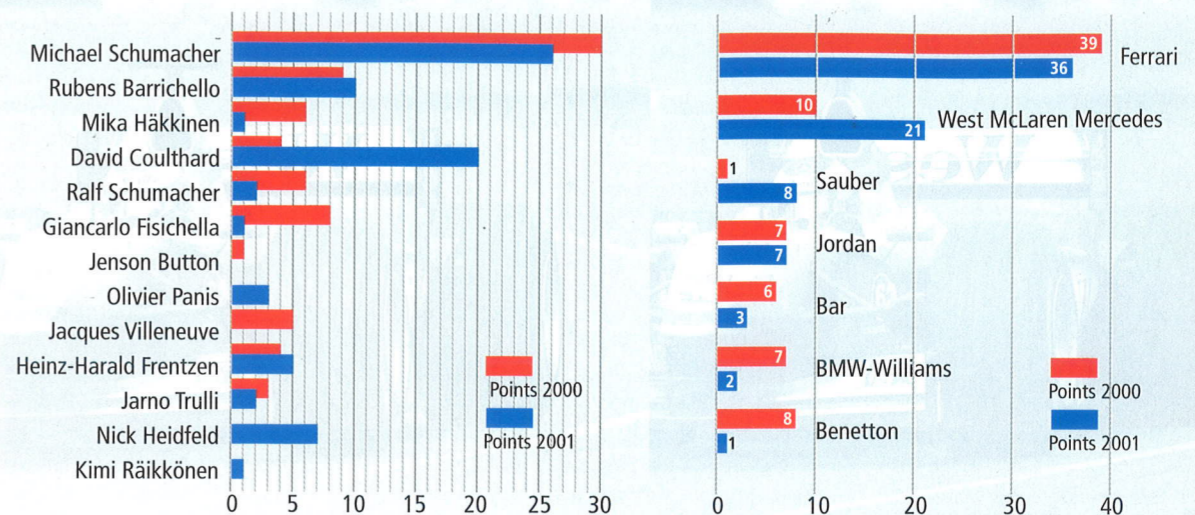
First aid course: The Medical Car's on its way

dent fast and safely. Something we'd all prefer that he didn't have to do.

Formula 1 Calendar 2001

| | | | | | |
|----------|---|---------------------------|--------------|----|-------------------------------|
| March 4 | 1 | GP Australia, Melbourne | July 1 | 10 | GP France, Magny-Cours |
| March 18 | 2 | GP Malaysia, Kuala Lumpur | July 15 | 11 | GP England, Silverstone |
| April 1 | 3 | GP Brazil, Sao Paulo | July 29 | 12 | GP Germany, Hockenheim |
| April 15 | 4 | GP San Marino, Imola | August 19 | 13 | GP Hungary, Budapest |
| April 29 | 5 | GP Spain, Barcelona | September 2 | 14 | GP Belgium, Spa-Francorchamps |
| May 13 | 6 | GP Austria, A1-Ring | September 16 | 15 | GP Italy, Monza |
| May 27 | 7 | GP Monaco, Monaco | September 30 | 16 | GP USA, Indianapolis |
| June 10 | 8 | GP Canada, Montreal | October 14 | 17 | GP Japan, Suzuka |
| June 24 | 9 | GP Europe, Nürburgring | | | |

Formula 1: Drivers' and constructors' rankings after 3 races

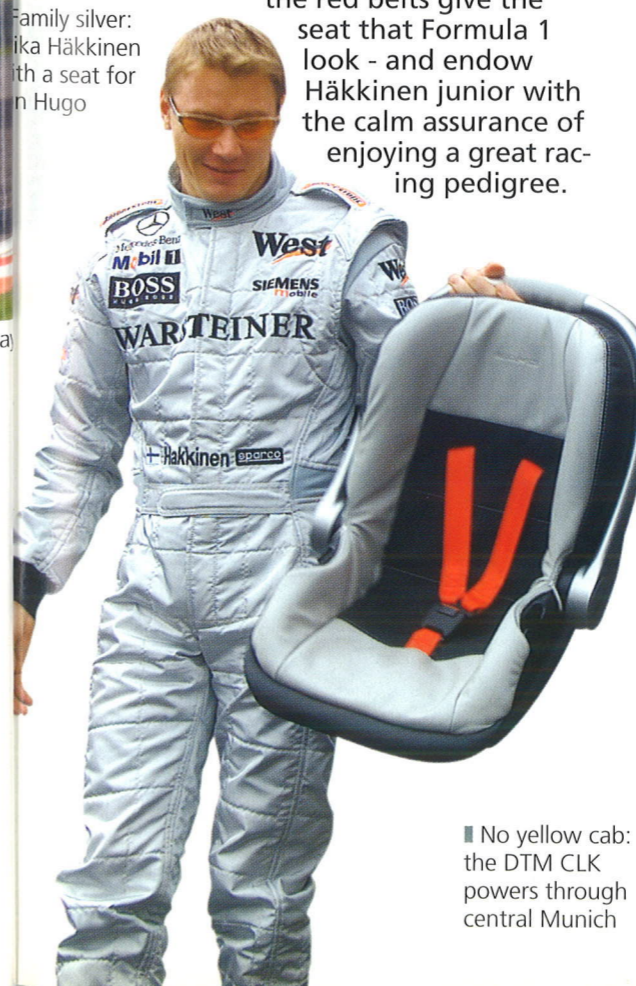


A gift for Mika Häkkinen

Child safety F1-style

Mika Häkkinen's son Hugo travels not only safely but also in the appropriate style thanks to his own exclusive seat in West McLaren Mercedes colours silver and anthracite. The seat is a one-off model, built by Mercedes-AMG GmbH as a gift from the firm to the proud father of the youngster who was born early last December. Now Hugo gets to take pole position in the family car! The bucket and handle are finished in silver, while the red belts give the seat that Formula 1 look - and endow Häkkinen junior with the calm assurance of enjoying a great racing pedigree.

Family silver: Mika Häkkinen with a seat for Hugo



DTM drivers get in racing trim in Mallorca

Fit for the new season

Racing has a lot to do with fine-tuning and speed - not least on the part of the driver. Physical fitness and concentration are equally important - a well trained body and an alert mind. That's why sports physiotherapist Toni Mathis assembles the Mercedes-Benz DTM drivers before each season gets under way to put them through an extensive programme of fitness training. A week in Mallorca has a firm place on the schedule. Ever since 1988, the 53 year-old Aus-



Men's Health: The DTM-Racers on their pre-season fitness drive

trian has been getting Mercedes drivers up to racing speed. Bernd Schneider and Co. had quite a bit of pedal pushing to do - and not a car in sight!

Premiere World filming on location in Munich

Call me a racing cab

Part of the Schwabing suburb of Munich was declared a no-go area recently, as a two-kilometre section of downtown asphalt on Ludwigstrasse was transformed into a makeshift racetrack. Acting as taxis for VIP passengers were two unlikely cabs: the West McLaren Mercedes two seater and a CLK from the DTM series. Drivers Darren Turner, Bernd Mayländer, Marcel Fässler



No yellow cab: the DTM CLK powers through central Munich

and Thomas Jäger helped pay-TV provider Premiere World get the high-speed material in the proverbial can.



Mercedes-Benz is first to bring you ceramic brakes.

► As Mika Hakkinen once said, "The most important part of a sports car isn't the engine. It's the brakes." A thought

from the twice Formula 1 world champion that we've taken to heart. We're the first car manufacturer in the world to fit

ceramic brakes to a production car. Developed for exceptionally short braking distances, and superlative responsiveness

press, our new C-BRAKE is lightweight and almost immune to wear and tear. So if you want to take a closer look at a CL 55 AMG

Formula 1 Limited Edition, it's advisable to wait until it's stopped moving. Find out more at www.mercedes-benz.com.



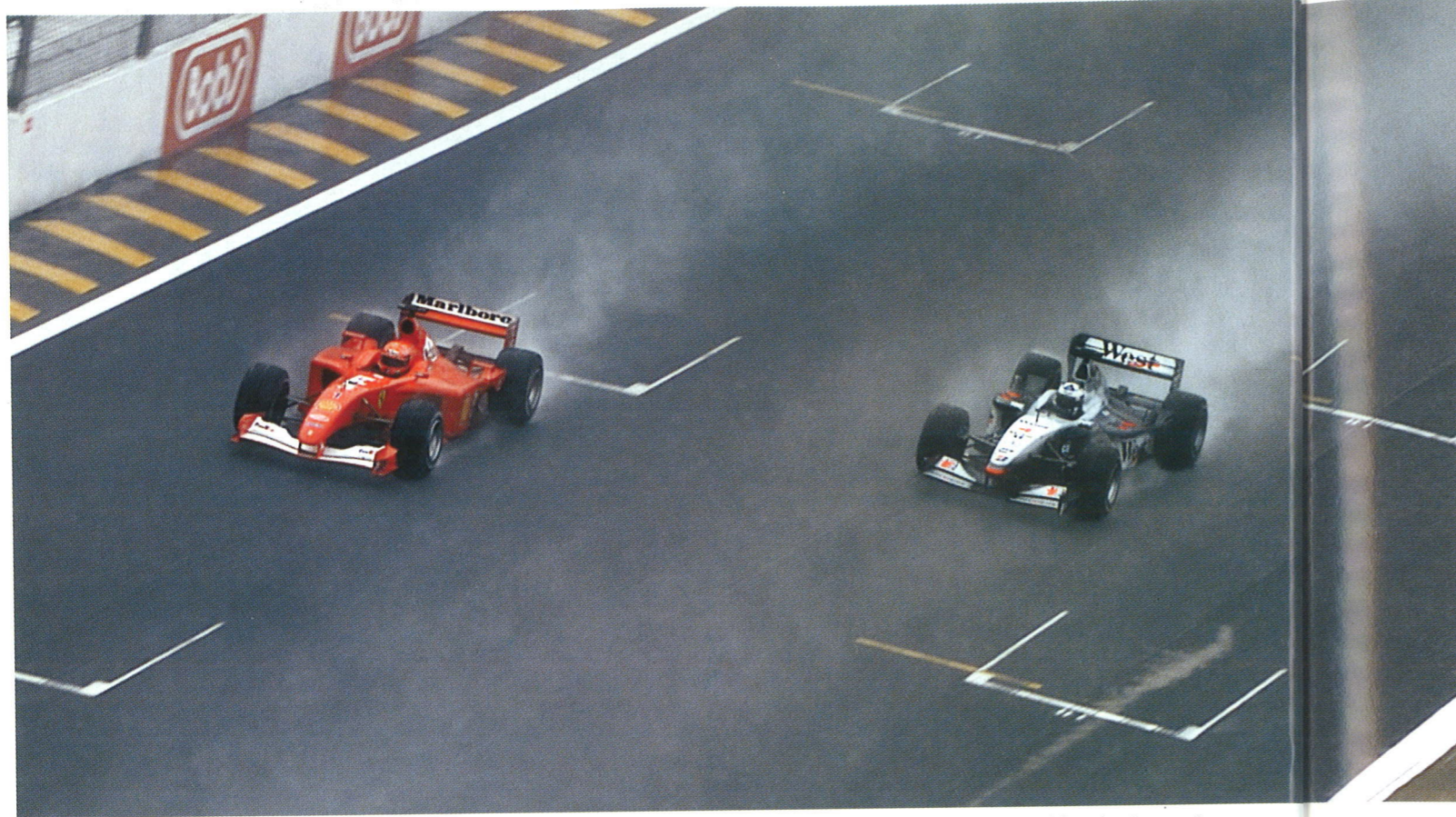
Mercedes-Benz
The Future of the Automobile.

A Winner in the Wet

At the wheel of his West McLaren Mercedes, David Coulthard won the Brazilian Grand Prix. In a turbulent race, thanks to some outstanding driving and the ideal race strategy the Scot was able to outclass the competition as the heavens opened.

Photos: Wolfgang Wilhelm, LAT





■ Red-hot silver: Coulthard overtakes Schumacher on the finishing straight – side by side they head for the Senna-S

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It's a hard old life in Formula 1. Everyone loves a party but no one gives anything away. David Coulthard's 30th birthday came only days before the Brazilian Grand Prix and he must have known that if he wanted to celebrate in style, he'd have to win himself some champagne.

Sometimes the best presents are the ones you give yourself, and David was clearly out to kick-start a new decade in life from a vantage point at the top of the podium. Five days into his thirties he triumphed in sovereign style in Sao Paulo in a race where so much was lost by so many: their nerve, the lead, control, places and points. It was the first victory of the season for West McLaren Mercedes and the tenth of the Scot's top-class career.

At Interlagos – a Grand Prix track which had brought David Coulthard anything but good fortune in the past – he started out a confident fifth on the grid and came home first, 71 laps later, with remarkable self-assurance. Seldom has a driver finished such a turbulent race so firmly in command – of himself, his car and the competition. In meteorological terms, he left them standing in the rain – and how.

The weather in Sao Paulo is tem-

peramental to say the least, and before David was home and dry he had driven through sun, cloud and torrential rain, sometimes encountering all three on the same lap. With an eye on the weather, West McLaren Mercedes had fitted intermediate tyres – a risk, perhaps, but one that paid off handsomely.

The team strategists had done their homework, and not just on the tyre front either. Trusting in the forecast that there would be a cloudburst during the race, they had sent the two West McLaren Mercedes MP 4-16's on their way with a combined wet/dry set-up. No half-hearted compromise this. It was to prove the ideal solution.

"It was a bit of a handicap initially, although nothing serious, and later on it gave me the perfect car," beamed the race-winner, obviously delighted with the set-up. "We chose the right strategy and I'm very happy with the way the car performed in the wet."

In the West McLaren Mercedes team no one gets to feel left out when things aren't going their way – as Mika Häkkinen found when clutch problems on the grid prevented him joining the race in Brazil – and victories celebrations are a team event. Not so much to demonstrate team spirit as to

live it out. After all, there can be no long-term success without genuine teamwork.

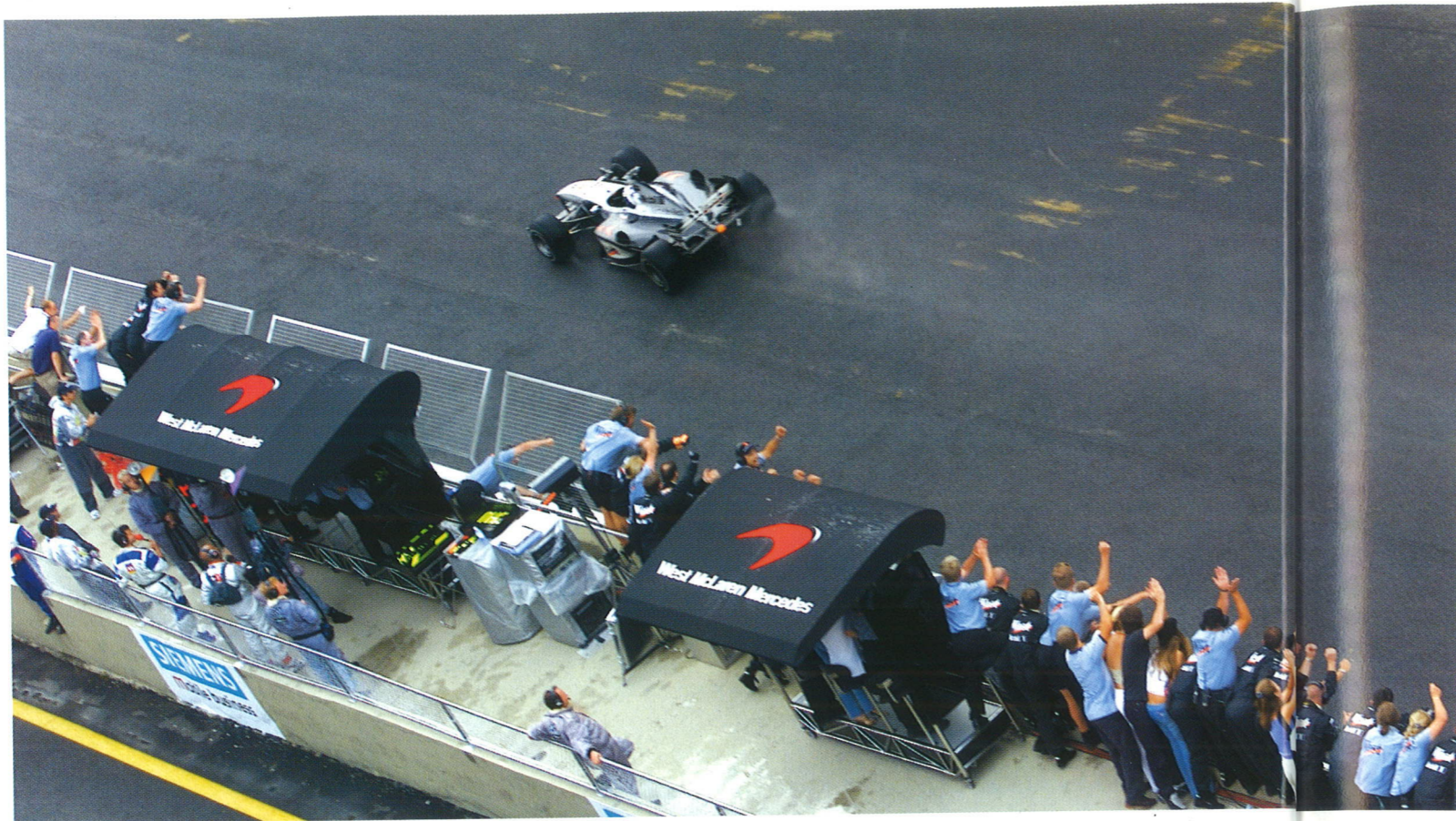
The clearest proof of the team philosophy came the moment David Coulthard shut down his Silver Arrow in the parc fermé. First to congratulate the rain-drenched Scot was a Finn, fresh out of the shower: team mate Mika Häkkinen waltzed the winner around in a rain dance.

"Of course I'd have loved to have won here," admitted Mika, "but David's victory shows us all that we're in with a real chance of winning the championship again." As the new season picks up speed, David has made no secret of his abilities and aspirations. Just six points behind championship leader Michael Schumacher, whose run of victories he ended at Interlagos, the Scot is perfectly placed to pounce. There's less breathing space on the Formula 1 leaders board now, as the competition warms up.

The decisive factor in the coming weeks will be how well both men and machines can still develop. One thing is for sure, the West McLaren Mercedes team will be pursuing its test programme with renewed vigour. The old adage "If you're not moving forward, you're falling back" was never



■ You've got the bottle: Up on the podium, David Coulthard and Michael Schumacher share out the champagne



■ The racing line: As David Coulthard takes the chequered flag, the team line up by the pitlane wall to cheer him home

FORMULA 1

more true than this season. Most teams along the pitlane are still coming to terms with the aerodynamic implications of the changes in the technical regulations. Just who really rules the roost will only emerge after several races on European circuits, where it's easier to compare data.

Norbert Haug, Head of Mercedes-Benz Motorsport, has never put much faith in either praise or criticism from outsiders. He's sticking to the "we-do-it-our-way" strategy drawn up together with McLaren, and that's that. The first victory of the season is just a step down the right road. "OK, it's progress. But that's no reason to get euphoric," said Haug, "We're all going to be working just as hard in future to improve the car and engine. Our competitors are not sleeping." A farsighted Michael Schumacher made his views known before the race in Brazil: "I expect McLaren Mercedes will be back in contention," said the World Champion.

For his part, David Coulthard put in an efficient drive (taking the lead on lap 39 but losing it again after his first pit stop) that was nonetheless spectacular. The perfect example came on lap 50 when he stormed down the finishing straight side-by-

side with race leader Michael Schumacher. With the straight about to end in the Senna S their duel was to be interrupted, it seemed, by the need to lap Tarso Marques in the Minardi.

As the braking point came up fast, the West McLaren Mercedes driver opted to pass the Minardi on the left, while the Ferrari driver eased out to the right. Marques held his line – and had a front line (watery) view of David Coulthard shooting into the lead. It was an action replay of the manoeuvre in Spa last year when Mika Häkkinen rewrote the rules on overtaking in Formula 1. One more aspect in which the Silver Arrow drivers are on equal terms. Schumacher was unstinting in his praise for David who never looked like losing the lead again. "There was no way I could keep David behind me, he was simply too fast. I can only congratulate him. He and his team were better today."

Ably assisted by Schumacher and Nick Heidfeld (who celebrated the first podium finish in his Formula 1 career, finishing third in his third race for the Sauber team), David gave his own interpretation of the Brazilian national dance on the victory podium.

Later on, the winner was in loqua-

cious mood: "It feels so great to have the power to win. When you start fifth on the grid, that's no automatic assumption. This is the best I've ever felt after winning a race. And it's an important win for the whole team. Everyone, including the team back home has put in an incredible effort to get us back on the pace. I know there's still more to come, but for today we were good enough."

David's delight was underpinned by compliments from Norbert Haug ("a first-class performance") and McLaren boss Ron Dennis ("one of David's best races ever."). Fully aware that nothing lasts for ever, least of all success, Haug was nevertheless content: "On the day, the combination we chose in Brazil was the best. When it started to rain I was sure David would win."

As the celebrations faded and the TV interviews began, down came the rain again, but who cared? Certainly not Raindancer Coulthard ("I was praying for rain"). As the thunder rolled, David had a present of his own to make: "I dedicate this win to my sister. It's her birthday today and I can't think of a better present." Was that a tear in his eye, or just one more glorious raindrop? ■

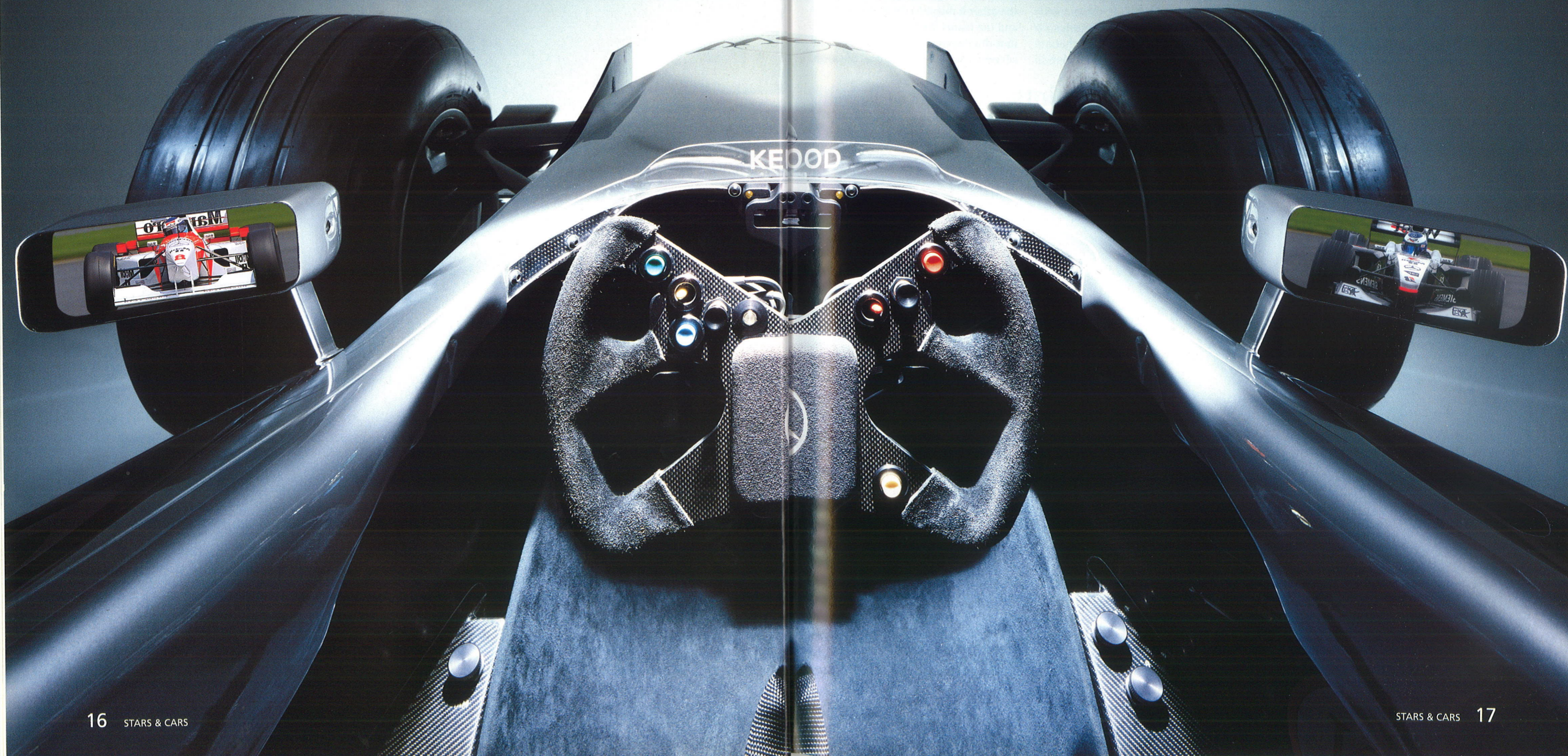


■ Brothers in arms: Team mate Mika Häkkinen is first to congratulate David Coulthard on a great win in the wet

The season opener in Melbourne was the 100th Grand Prix since Mercedes-Benz and McLaren teamed up. Join us for a high-speed 6-year flashback

Photos: Wolfgang Wilhelm, Gaukler Studios, LAT

From 0 to 100



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In days gone by, alchemists spent whole lifetimes searching for the secret ingredient, that magic concoction that would turn base metals into gold. Today, where those mediaeval chemists and conjurers invariably failed, the McLaren Mercedes team has met with more success, striking gold time after time with its Silver Arrows. How do they do it? It's all down to a special formula founded on the chemical equation T-E-A-M-W-O-R-K.

It's an equation that's been working its magic since that red-letter day in the autumn of 1994 when Mercedes-Benz and McLaren joined forces. You won't find this formula in any chemistry textbook, though, nor is it produced in a special laboratory. Instead, it is synthesised in pits and workshops, in executive suites and out on the racetrack. And unlike

chemical experiments, the results can't always be reproduced under identical conditions, because teamwork is not a stable element. One thing, though, is for sure: the fruits of that recipe for success are worth their weight in gold.

Still on the subject of gold, the McLaren Mercedes team is again out to take advantage of the golden opportunities offered by the 2001 season. And the omens are propitious. For instance, the season opener in Australia marked the 100th Grand Prix for the McLaren Mercedes partnership. It also marked the 100th anniversary of Mercedes racing, because it was in 1901 that Wilhelm Werner first steered a Mer-

cedes to victory – at the Nice Week races on the Côte d'Azur in France. How time flies, especially in a sport where split seconds count.

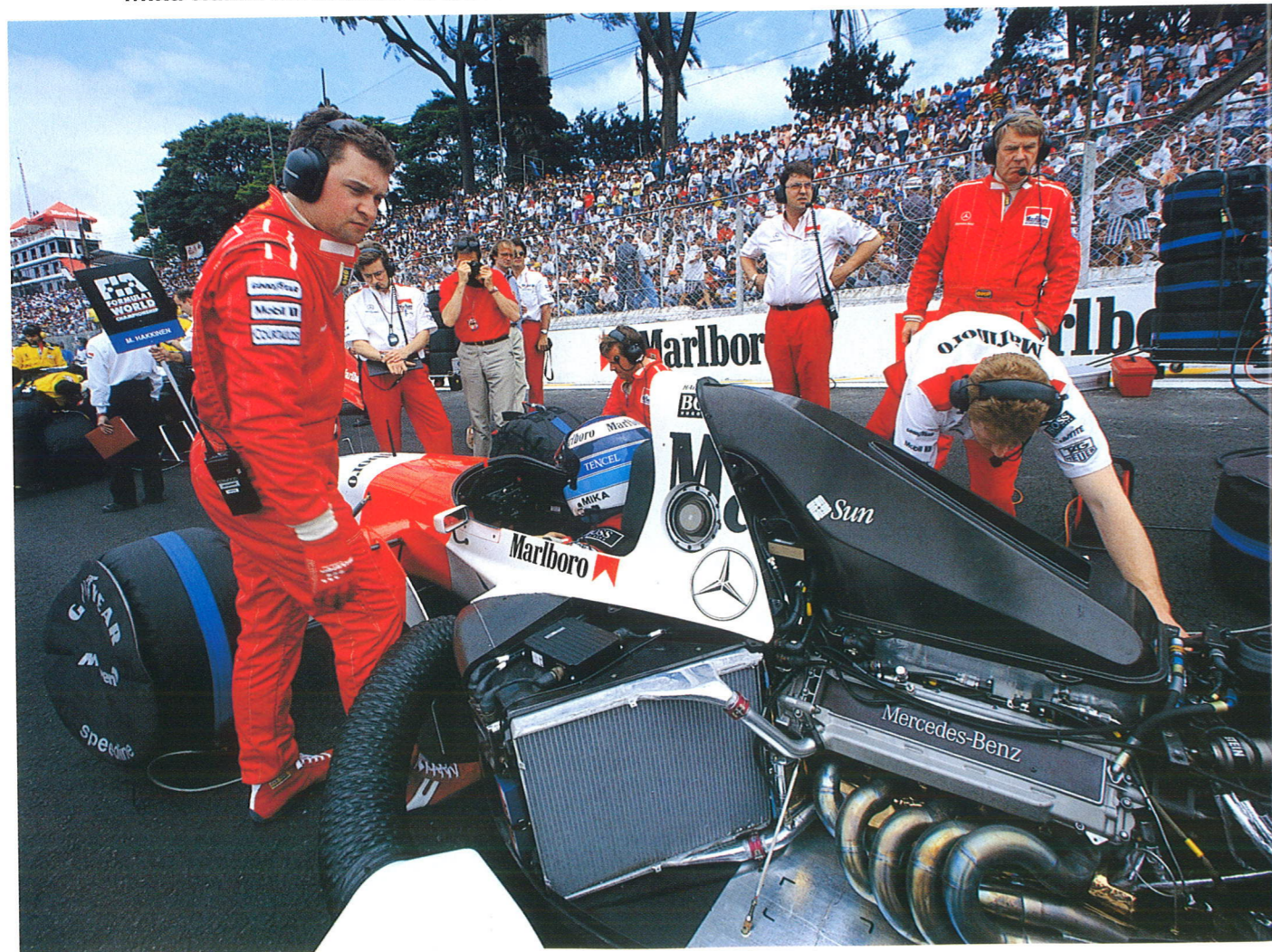
The number 100 has special significance for just about everyone. Politicians, for example, customarily enjoy a 100-day honeymoon with the public and the press on entering office, only

Teamwork is the key

There is no instant recipe for success. The most efficient crews are the ones in which everyone can trust and rely on everyone else.

to face the day of reckoning on the morning of day 101. In Formula 1, on the other hand, every day is the 101st, and the teams are in the spotlight morning, noon and night. As close observers can't help but notice, the most

First time out and already in the points From seventh on the grid, Mika Häkkinen finishes fourth at the 1995 Brazilian Grand Prix in Sao Paulo



First podium finish
At the 1995 Italian Grand Prix - outing number 12 - Häkkinen finishes second



efficient crews are the ones in which everyone can trust – and rely on – everyone else. And, despite what anyone might tell you, there is no instant recipe for trust.

When Mercedes-Benz re-entered Formula 1 racing together with the

more dynamic era of togetherness was reflected in the slogan they painted on the side of the cars. What started out as "Concept by Mercedes-Benz" was ultimately transformed into "Powered by Mercedes-Benz." The team had obviously begun to gel.

First Grand Prix win With the cars now painted in traditional Mercedes racing silver, David Coulthard wins the 1997 Australian Grand Prix. Mika Häkkinen is third





First fastest lap At the 1997 Canadian Grand Prix, David Coulthard is the fastest man on the track, lapping in 1:19.635 – only to come home a thankless seventh



First one-two victory At the last race of the 1997 season, the European Grand Prix at Jerez, Mika Häkkinen claims his first F1 win and David Coulthard follows him home

FORMULA 1



after all, is low on the list of priorities for a team which – through hard work and teamwork – has accelerated from zero to 100 in six short years. This seventh year of collaboration between Mercedes-Benz and McLaren also marks the sixth for the Häkkinen/Coulthard team. That's a record for Formula 1 and it underpins the foundations of mutual trust this squad has worked so hard to lay. It has been a process of growth and evolution, both for each individual and for the team as a whole. The fact that every little step has been carefully scrutinised by an eagle-eyed public and the highly observant representatives of the media has not exactly eased those early growing pains. But it has helped to bind the squad together.

It's important to Norbert Haug that the public understand just what it takes to make a great team, a point of view shared by McLaren's Managing Director Martin Whitmarsh. Haug notes that the beginning of their part-

nership had its problems, since both partners were accustomed to success in their own right. But in the debriefings after the races, "We remained very objective; there was none of this psychological gamesmanship, and people worked to keep their emotions on an even keel." Expectations were sky-high, and as Haug recalls, "that didn't make things any easier. But by overcoming those initial teething troubles, we laid the foundations that our team still builds on today. In the final analysis, working through all of those ups and downs really helped our team to bond together. Because whether it's the guys who sweep the floor or the ones in the front line when the cars come in for a pit

stop, the people at McLaren and Mercedes-Benz are all united by their passion for racing."

Bound together by that love of motor sport, McLaren and Mercedes were determined to make their partnership work right from the start. On July 31, 1994, Norbert Haug, Daimler-Benz Board Member Jürgen Hubbert, and McLaren team boss Ron Dennis

First pole position At the 1997 Luxembourg Grand Prix at the Nürburgring, Mika Häkkinen is on pole



met at the German Grand Prix at Hockenheim for an initial sounding-out. By October 11, the deal was signed and sealed. While Norbert Haug knows that written agreements are essential, he notes that "The personal ties between the team members are what really count." After all, the prime goal of any racing team is to build the fastest, most reliable cars and engines. What really makes the difference in the McLaren Mercedes set-up, says Haug, is smooth, efficient communication. "We don't mince words with each other, but we truly appreciate the other's strengths and talents. We knew from Day One that together, we could go far. Our relationship is solid as a rock."

This knowledge has helped them through good times and bad – and sometimes things could hardly have got worse, such as in late 1995 when Mika Häkkinen had to be put into an artificial coma after a high-speed accident during a practice session in Australia. Norbert Haug and Ron Dennis

had an unspoken agreement that they would remain at the Finn's bedside until he regained consciousness. When Häkkinen finally stirred the next morning, the two men tore off their jackets in a panic: "You have to remember our team jackets were blood-red back then," explains Haug, "and we didn't want the colour to shock Mika just as he was waking up!" Six short months later, Häkkinen was back at the wheel, and in the following season he was to chalk up the first of his many victories. "Maybe those trying times in Adelaide were the ultimate test for the McLaren Mercedes team. Because for once there was a great deal more at stake than just times and rankings," Haug reveals.

The team bosses also know that they can count just as firmly on David Coulthard. Coulthard, in turn, has shown that their confidence in him is more than warranted, scoring more

wins and points in the 2000 season than ever before in his racing career. But Mika Häkkinen and David Coulthard are not the only ones who can testify that Haug's philosophy of "We expect a lot, but we give a lot back," is no mere lip service: through their test driving for McLaren Mercedes, Nick Heidfeld and Olivier Panis have both worked their way (back) in-

Communication counts "We don't mince our words with each other, but we truly appreciate the other's strengths and talents. We knew from day one that together we could go far."

to regular drives in Formula 1.

Regardless of a driver's tally of wins and points, anyone can have a bad day. But instead of coming down hard on the negative aspects, the McLaren Mercedes team prefers to focus on the positive side. And while winners don't normally need any additional motivation, one thing the Sil-

FORMULA 1



ver Arrow drivers do look forward to is the post-victory culinary prize. It's become quite a tradition for Norbert Haug to whip up a little something special in the mini-kitchen at the back of the Mercedes motor home in the paddock, using whatever ingredients come to hand. In fact, those meals could well be a symbol of the team itself: many different ingredients transformed into a harmonious whole through the application of hard work and a dash of inspiration.

Anyone who has watched Formula 1 crews at work will have realised just how much loving care and attention the cars and engines require. The same holds true, and even more so, for the people who make up the team: "The people at Mercedes-Benz and McLaren are our most important asset," Haug stresses. "Obviously, you won't get far without an engine with

100 Formula 1 Races - Facts and Figures

| Season | Races | Pole Positions | Fastest Laps | Wins | Podium Finishes | Finishes in the Points | Total Points |
|---------------|------------|----------------|--------------|-----------|-----------------|------------------------|--------------|
| 1995 | 17 | - | - | - | 2 | 10 | 30 |
| 1996 | 16 | - | - | - | 6 | 17 | 49 |
| 1997 | 17 | 1 | 2 | 3 | 7 | 13 | 63 |
| 1998 | 16 | 12 | 9 | 9 | 21 | 25 | 156 |
| 1999 | 16 | 11 | 9 | 7 | 16 | 19 | 124 |
| 2000 | 17 | 7 | 12 | 7 | 22 | 27 | 152 |
| 2001 | 1 | - | - | - | 1 | 1 | 6 |
| Totals | 100 | 31 | 32 | 26 | 75 | 112 | 580 |

plenty of horsepower, but the whole crew has to be a strong performer, too." There may not be any scientific units in which to measure this kind of vital human output, but Norbert Haug still manages to sum it up: "Our team packs a punch," he concludes. One constructor's title and two drivers'

championships in a row more than bear him out. The fact that everyone on the McLaren Mercedes team is more motivated than ever after finishing runners-up last season almost goes without saying.

In such a high-powered atmosphere, it's easy to see why nobody in

100 Formula 1 Races - Facts and Figures

| Season | 1st & 2nd on Grid | One-Two Wins | Laps Led | Total Laps Raced | Kilometres Led | Total Kilometres |
|---------------|-------------------|--------------|-------------|------------------|----------------|------------------|
| 1995 | - | - | 2 | 1124 | 12 | 5169 |
| 1996 | - | - | 26 | 1014 | 142 | 4846 |
| 1997 | - | 1 | 128 | 1054 | 508 | 5026 |
| 1998 | 9 | 5 | 697 | 1015 | 3313 | 4851 |
| 1999 | 5 | 3 | 529 | 1001 | 2659 | 4856 |
| 2000 | 3 | 4 | 459 | 1074 | 2194 | 5175 |
| 2001 | - | - | 4 | 58 | 21 | 308 |
| Totals | 17 | 13 | 1845 | 6340 | 8849 | 30231 |

the McLaren Mercedes team is willing to settle for the status quo. If you want to stay in front, you have to keep moving. Or, as Haug puts it, "Every time you win, you have a feeling of relief, of release. But once the celebrations are over, that's when the real work begins." This permanent state of flux at

the very top of racing is in keeping with that most fundamental of insights in the world of sport: The next match is always going to be the hardest. "But if everyone's constantly running flat out to reach our goal," says the head of Mercedes-Benz Motorsport, "at some point we risk burning

out." Not only will energy be wasted, but injuries may occur as well. "In the long run, a successful racing team will only remain strong, or grow even stronger, if each member of the team can rely on the others as we tackle the different challenges that we face. We devote a great deal of energy to determining what are the best possible options, because even with 100 races under your collective belt you still have to keep on watching, questioning, and learning. It is important for us to make absolutely sure we don't lose our capacity for honest self-assessment."

Haug points towards the garage wall: "Let's assume the future is on the other side of that wall. Now, it would be great if I could see the future from right here. But of course, I can't. Even so, I can ask myself, 'What might be beyond that wall? What

First silver front row In the opening race of the 1998 season, the Silver Arrows

filled the front row: Häkkinen ahead of Coulthard. And that's how the race finished

MELBOURNE AUSTRALIA MELBOURNE





First F1 drivers' title Eight wins make Mika Häkkinen 1998 World Champion. David Coulthard is third. In Japan, West McLaren Mercedes celebrate the constructors' title



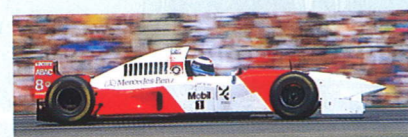
The second drivers' title With victory in the final race, his fifth of the 1999 season, to the delight of the team Mika Häkkinen successfully defends his title at Suzuka

FORMULA 1



The Formula 1 cars from 1995 to 2001

The McLaren Mercedes cars have won almost exactly a quarter of their first 100 Grands Prix. In the four years from 1997 to 2000, they were first across the line 26 times. In 13 races the winning Silver Arrow was followed home by its stable mate. The man who designed all the winning cars is Adrian Newey, who joined the West McLaren Mercedes team in 1997.



1995: McLaren-Mercedes MP4-10



1996: McLaren Mercedes MP4-11



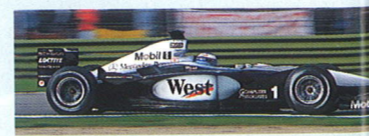
1997: West McLaren Mercedes MP4-12



1998: West McLaren Mercedes MP4-13



1999: West McLaren Mercedes MP4-1



2000: West McLaren Mercedes MP4-1



2001: West McLaren Mercedes MP4-1

could that future look like?' You need a certain amount of imagination to do that; a great deal, actually. But in Formula 1, you have to be able to visualise all kinds of possible scenarios." In other words, maintaining constancy in a Formula 1 team also entails

dealing with the variables correctly. Being in pole position or even on the podium doesn't mean you can afford to be any less vigilant, as Mercedes-Benz and McLaren well know. Their particular brand of vigilance has paid dividends: since 1997, the beginning

of the new silver era in Formula 1, Mika Häkkinen and David Coulthard have together led more than 40 per cent of all race laps.

So what do the next 100 Grands Prix hold in store? Norbert Haug reiterates that in motor sport change

Championship Points from 1995 to 2000

| Formula 1 Season | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|-----------------------------------|---|---|---|--|---|---|
| Constructors' Championship | 4 30 points | 4 49 points | 4 63 points | 1 156 points | 2 124 points | 2 152 points |
| Drivers' Championship | 7 Häkkinen 17 points 10 Blundell 13 points | 5 Häkkinen 31 points 7 Coulthard 18 points | 3 Coulthard 36 points 6 Häkkinen 27 points | 1 Häkkinen 100 points 3 Coulthard 56 points | 1 Häkkinen 76 points 4 Coulthard 48 points | 2 Häkkinen 89 points 3 Coulthard 73 points |

remains the only constant: "In the last couple of years, we have made it to the very top of our class more than once, and I personally reckon that's exactly where we belong. But the business of reaching that goal becomes more complex every year. To

master that challenge, we have to maximise our strengths and minimise our weaknesses.

And the best way to do that is to always remember that we are a team; to believe in ourselves, in our team, and in what we are doing."

Those mediaeval alchemists were perhaps not the best of team players, but that was not their biggest mistake.

What they obviously failed to realise was that the winning recipe produces not a lump of gold but a Silver Arrow. ■


West McLaren Mercedes



MEET THE PRESS

The presentation of the new West McLaren Mercedes in Valencia paved the way for the communications activities of the coming season

Photos: Wolfgang Wilhelm,
Words: Helmut Deimel





Objective attitudes: The photographers take up their stances, being careful not to spoil each other's view

FORMULA 1

It's Wednesday morning, 7:00 a.m., in the paddock at the racetrack in Valencia, Spain. Overhead, a new day is dawning in delicate shades of pink. And a big day is breaking for the photographers and cameramen working here for West McLaren Mercedes. They're getting ready to shoot the "pre-unveiling unveiling" of the new Silver Arrow. Good thing the team has opened up this slot for them, because once the 500 special guests arrive, the jostling crowd will make it hard to get that perfect shot. The smell of good strong coffee pervades the air as charming hostesses wander about offering steaming cups. Mika Häkkinen, David Coulthard and Alexander Wurz, the new third driver in the team, don't seem to need any caffeine. They're already suited up and busy discussing the latest test results.

One hour later, the cameramen are setting up for the best angles and trying to keep each other out of the picture. The three drivers, meanwhile, practice with the dark cloth draped

over the new West McLaren Mercedes MP4-16, pulling it just so for the photographers. "Not so fast, guys," they are reminded, "and please remember to smile at the camera!" Positions are shifted, the tugging resumes, flashes blaze, and the car is revealed in all its glory. "Is everybody happy?" asks the photographer in charge. A chorus of "No's" resounds from the darkened room. Would Mika, David and Alex please stand closer together? The photographers take up new stances, and this time, it all works out.

A short while later, the VIP hospitality tent of the West McLaren Mercedes team is a hive of activity as busloads of special guests arrive for the unveiling. There's just time for a quick breakfast before The Big Event starts at 9:00 a.m. sharp. Everything is perfectly planned down to the last minute. Once the last standing-room-only spot has been taken, Häkkinen, Coulthard and Wurz now

officially unveil the new Silver Arrow for the 2001 season. There's always a ceremonious solemnity about this moment. The audience senses it, too, pausing; hushed for a moment before hundreds of camera shutters click in staccato. When the blaze of flashes throws the car into high relief, you can't help but "ooh" and "aah".

After a few choice words from Ron

One more time, please
The three drivers tug the dark cloth off the new MP 4-16 until every last photographer is finally content.

Dennis and Norbert Haug, the more than 40 TV stations get their chance to interview the drivers. In the meantime, Dennis, Haug, and Technical Director Adrian Newey, turn their attention to the print media. A sea of microphones and recorders swells up to capture the informed questions and concise answers: How has this car been modified? How does the new en-

gine run without beryllium? What are your expectations for this season? What's your record time for changing nappies, Mika?

The new Silver Arrow, having been lifted from the stage and rolled into the pits, is being prepared for the roll-out and a battery of tests. At 12:30 on the dot, David Coulthard drives the new star out onto the track and the team's logistics experts can breathe a sigh of relief, while the engineers' and mechanics' adrenaline levels start to climb.

Speaking of logistics, the Valencia project actually began early the Monday before. Forklifts scurried through the paddock like ants, busily unloading tons of chairs, tables, light fittings and carpets for the big presentation tent. Right next to the team trucks, Mobil constructed a giant open-air studio out of miles of steel girders and acres of white tarpaulin. The workmen slaved for three days to set up and take down this backdrop - and all for just one picture. The photo, taken late Tuesday night with a special camera, portrays the new car against an infinite background of white.

On a smaller scale, photographers from Mercedes-Benz, McLaren and Mobil had to make do with photo studios that had been converted out of three empty pits. What's more, the very tight schedule meant that in the course of Monday and Tuesday, each of the three partners was given exactly 40 minutes to shoot those eagerly sought-after annual portraits for press photos and autograph cards. Now for a top-quality portrait, soft, even lighting is essential. An everyday flash won't do the job. That's why studio photographer Hans-Peter Gaukler and his team brought a totally new means of lighting with them from Stuttgart. It works much like the parabolic mirrors of satellites and space probes; in fact, the reflective coating was created for use in outer space. The light it creates is sensational, say the experts.

As Alexander Wurz smiles at the camera, he enthuses about his new role: "It's just great the way everybody at West McLaren Mercedes works with such precision. Nobody misses a thing!" After Wurz, David Coulthard gives "a big smile for Scotland" and for the camera. Again and again, as-

sistants dart in to smooth his driver's coveralls so that all of the sponsors' tags can be clearly seen and read. Coulthard, friendly and cooperative as always, follows the photographers' instructions to the letter. He doesn't get to say much, though, because outside, Alex Wurz keeps roaring past in the 'hybrid', last year's car with the new engine.

The third member of the trio, Mika Häkkinen, lands at Valencia airport at 11:00 a.m. on Tuesday. One hour later, the two-time world champion and brand-new father is posing in the spotlights. After three months' abstinence from racing, the Finn is raring to go! While the photographers reload their cameras, Mika expounds on nappies, surviving sleepless nights, and how son Hugo has brought so much joy into their lives. But that's not to say that he isn't excited about his new Silver Arrow and the forthcoming season!

Next up is a group portrait of the three racers. Each studio is allotted only five minutes for its shots because of the drivers' heavy schedules. Paula Webb, from the McLaren press depart-

The secret is out: Messrs Coulthard, Häkkinen and Wurz take the wraps off their latest designer workplace





■ Shooting Stars: One after another, the drivers face the cameras in front of the veiled West McLaren Mercedes MP4-16

FORMULA 1

ment, watches over the photo schedule with Argus eyes. She gives the countdown during the shoot: "20 seconds ... ten ... Gentlemen, I'm afraid time's up!"

Unbeknown to the press, the fourth star of the show, the new Silver Arrow, has already been out and about on the Valencia track. By Wednesday, David Coulthard had racked up 500 km, of which every lap brought vital experience. The track itself had to be hermetically sealed off to prevent eager-beaver photographers from sneaking pre-preview snapshots to the hungry global media.

Late Tuesday afternoon, the guests

■ Snap that hat: The drivers' helmets are another must on the photographers' hit list



for the official unveiling started to arrive, many coming on a special charter flight from Germany. Forty-two television crews and some 250 media representatives from all over the world turned out in Valencia to cover the new West McLaren Mercedes MP4-16. To get their footage out to an impatient public, West McLaren Mercedes set up their own video studio to process the rushes from eight cameras. A few hours later, satellites began broadcasting the latest pictures around the planet. This kind of work is invariably stressful, and somebody is always rushing in or out shouting: "Have you got Haug in English?"

"Anybody have helicopter shots?" or "When can RTL get another interview camera?"

You can't work on an empty stomach, though, so everyone was invited to dinner Monday evening at a fabulous hacienda that had been converted into a restaurant. For the Valencia crew, that meant getting 500 people bussed from their various hotels to the restaurant - almost simultaneously. To their credit, what could have been a logistics nightmare went off without a hitch. At the restaurant,

the guests enjoyed Spanish specialties, spiced with brief encounters with Häkkinen, Coulthard, Wurz, Dennis, Haug and Newey, who made their rounds from table to table.

Right after the official unveiling on Wednesday, it was back to business as usual. Alexander Wurz ran component checks and trimmed the gearbox settings to harmonise with the new Mercedes V10 engine - the FO110K. David Coulthard put the MP4-16 through its paces, lap after lap, before handing over to Mika Häkkinen the next day. Since West McLaren Mercedes had exclusive use of the Valencia track for two days, Mercedes-Benz, McLaren, West and Mobil made the most of the opportunity to film their own TV spots and videos.

All good things must come to an end, so by late Wednesday afternoon, the paddock is starting to empty. The preview guests are heading for the airport, and the photographers and cameramen are packing their gear. Testing will continue in Valencia for another week, followed by three days in Barcelona to get everyone ready for Melbourne. Who knows what the new Grand Prix season will bring the West McLaren Mercedes team in Australia? That's one more secret waiting to be unveiled... ■



Get noticed at Monza.

Check out the new Mercedes-Benz F1 collection at www.mercedes-benz.com/motorsport.

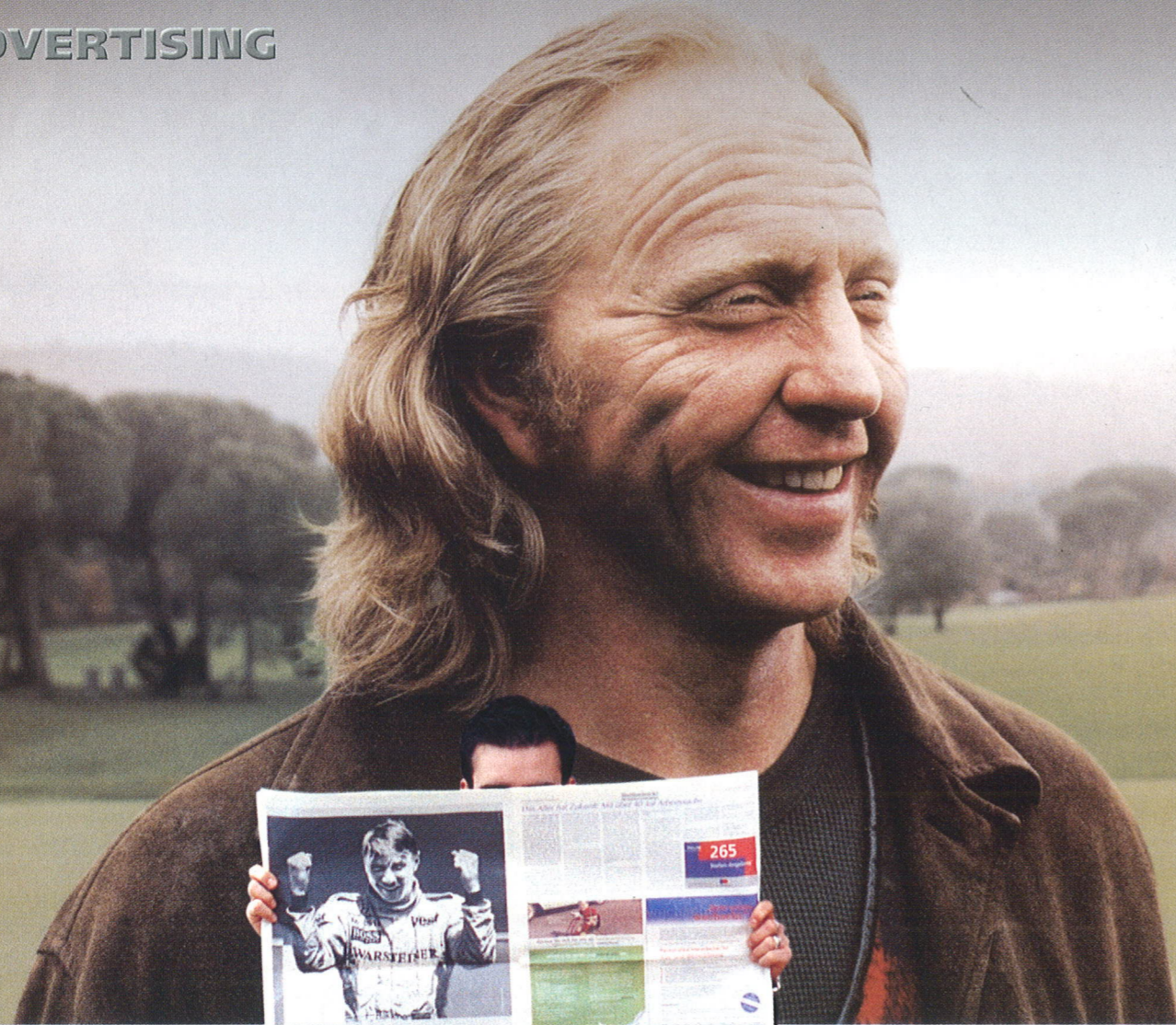
► There's no need to hide when you choose the new Motorsport Edition from Mercedes-Benz. With everything from jackets to flags, you'll really create a

sensation sporting the Silver Arrows look. Why run with the pack? Find out more on the Internet, at the track shop or at your nearest Mercedes-Benz dealership.



Mercedes-Benz
The Future of the Automobile.

MM 13300110 195



*Mobilitätsgarantie gemäß unseren Bedingungen.

In 30 Jahren alles. Nur Ihr Mercedes noch. *mobilo-life*. 30 Jahre Mobilitätsgarantie*.

► Wie Boris Becker und Mika Häkkinen in ein paar Jahrzehnten aussehen, wissen wir natürlich auch nicht. Aber wir wissen, Mercedes gehen gesprochen. Ihre mobil zu bleiben. Diese Garantie. In 29 Ländern. In jedem anderen bei technischen Startproblemen oder von innen. Is also irge graue Haare bekommen sollten, ben Sie nicht an den Mercedes-Benz



Mercedes-Benz
Die Zukunft des Automobils.

Wheels and Deals

Motor sport is proving the ideal means of conveying the marketing message, and Mika Häkkinen now stars in a whole series of TV ad's

Words: Eva-Maria Burkhardt
Photo: Gaukler Studios

It's a misty morning. The silence is so deep you can hear it. Suddenly a voice calls out "Action!" and the cameras start to roll. But where are the smooth-skinned beauties from Hollywood, every facial flaw eradicated by the expert hand of the make-up artist? Nowhere to be seen, for this is a film with a difference. The stars look older than they really are – much older. Off-camera, a mother-to-be looks on in amazement: "Mika looks just like his father!" she gasps. The astonished spectator is none other than Erja Häkkinen, wife of two-time Formula 1 World Champion, Mika Häkkinen.

The scene, shot on the Côte

ADVERTISING

d'Azur in November 2000, was destined for a TV advertisement – an ad that no one who saw it is ever likely to forget. It shows two mega-stars of the sporting world, Mika Häkkinen and Boris Becker, enjoying a round of golf... in the year 2029. Mika has gone grey, his back is bent with age and he's put on a few pounds around the waist. Boris sports a long grey mane, and both their faces are lined with deep wrinkles. Every morning, it takes the make-up team three hours to reproduce this high-speed ageing process.

Designed to communicate just what the 30-year Mercedes Mobility Warranty means, the ad' has met with widespread acclaim. The idea originated in Hamburg at the Springer & Jacoby agency which has been generating creative concepts for Mercedes-Benz for eleven years now. In the advertising sector, eleven years is an age, but there's not the slightest sign of fatigue among the agency crew. "We have no problems on the motivation front," says Creative Director Jan Ritter, who from the outset has shared responsibility for the partnership with Mercedes with Torsten Rieken. And why not? "Simple," explains Jan, "In all that time, Mercedes has not only demanded top-class creative work but also allowed us to do just that. That's the ideal challenge for a creative mind and it keeps us right on our toes." It probably helps that the entire Mercedes team at Springer & Jacoby is almost fanatical about motor sport. "To keep our need for speed at a tolerable level, we go kart racing together once a month," admits Jan Ritter.

The "Mika and Boris go golfing" ad' is the latest in a highly popular and award-winning series starring either Mika by himself or the dynamic duo of Becker and Häkkinen. There was Mika driving the Mercedes diesel (remember? The one where the attractive hitch hiker says, "Next you'll be



How times change: Time was, Mercedes-Benz' commitment to motor sport seldom figured in advertisements. The 1991 ad featuring Mercedes Juniors Fritz Kreutzpointner, Karl Wendlinger and Michael Schumacher was a rare but well received exception. Today, a wide range of ads with motives geared to specific events in the racing calendar regularly appear in the media all over the world



telling me you're a Formula 1 driver..."). Or Mika and Boris in an A-Class, lost in London on their way to Wimbledon – advertising the navigation system. Then there was Erja Häkkinen driving her A-Class smoothly, fast and safely (aided by ESP) through a spooky, frozen forest. "Darling," whimpers Mika from the passenger seat, "it could be getting slippery out there," only to harvest a look of sheer contempt from his better half. On arrival, he gets out and falls full length on the icy ground. "Goodness it is slippery out there, darling," purrs Erja innocently.

So what does Formula 1, and Mika in particular, have to do with a mobility warranty, a navigation system or ESP? "People recall the TV ad's with Mika, or Mika and Boris, and the association with motor sport really well – and for an exceptional length of time," explains Birgit Pillkahn, who is responsible for media advertising in the motor sport sector at Mercedes-Benz. "And in Mika we have the ideal figurehead. He personifies virtues like fairness, the will to win, a sublime coolness and team spirit – values that reflect with great credibility on our brand." Appeal generating credibility – sounds like the key to successful public relations.

But in the past, with the notable exception of the series of Mika ad's, the company's remarkably successful commitment to motor sport has rarely been exploited for advertising purposes – a state of events that is now rapidly changing. Today motor sport has become a staple aspect of both strategic and global brand communications for Mercedes-Benz. Professor Jürgen Hubbert, the man responsible for the Mercedes-Benz Passenger Car and smart division on the board of DaimlerChrysler AG, defines what motor sport means to the company: "Motor sport demonstrates our determination to remain a dynamic force and our will to win – as a company, as a brand and as a team." Building on these keystone thoughts, motor sport has made a spectacular breakthrough on the communications front, helped by the timing of events, because this year the Mercedes brand celebrates its centenary. At a press conference on December 12, 2000, the company opened the first chapter of its "Story

Turning on the charm

Two-times World Champion Mika Häkkinen has extended his winning ways from the racetrack to the TV screen, where he has now starred as the main man in six ads for Mercedes-Benz.



Quick as a diesel In 1996, Mika picks up a pretty hitchhiker in his diesel-engined C-Class. Impressed by the car's agility, the young lady just won't believe it was a diesel-engined model, let alone that her driver is a Formula one ace.



Advantage Häkkinen Out on the racetrack, a silver Mercedes-Benz C240 is battling it out with a Formula 1 Silver Arrow – and comes home in front! Defeated driver Boris Becker swears he'll have his revenge. "Next time," he says, "we play tennis."

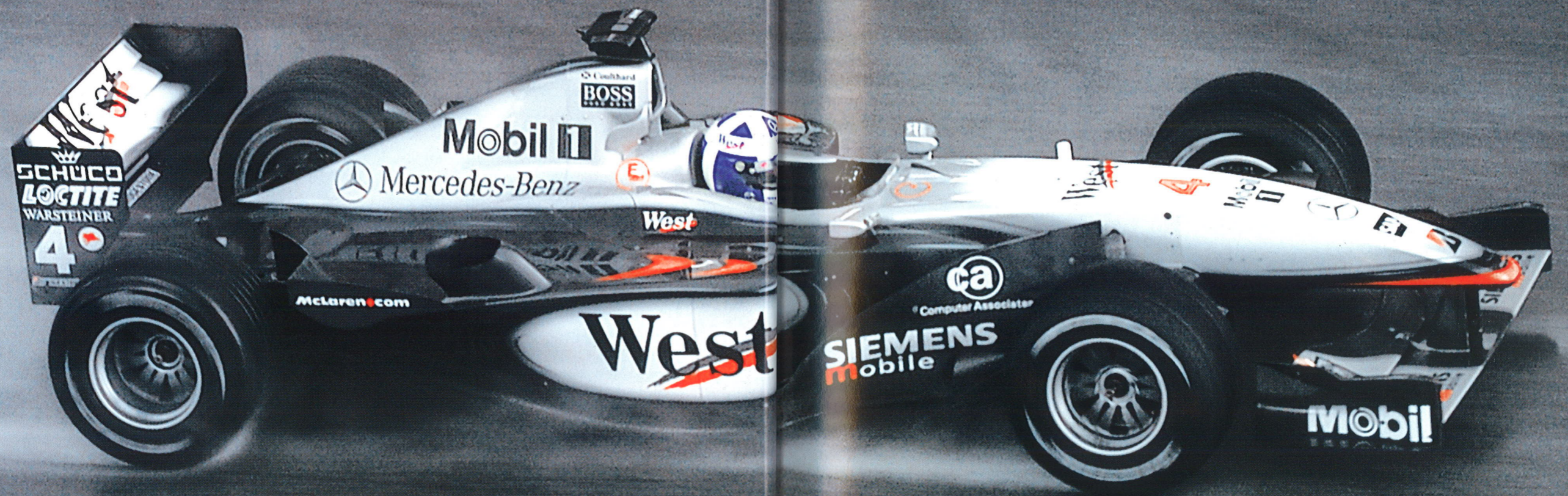


A class of their own "Now for something completely different," says Ron Dennis and pits Mika Häkkinen against David Coulthard in two A-Class models. The F1 aces mastered every obstacle they encountered in sovereign style - thanks to ESP.

Reflecting on the weather

Shortly after the start of the Malaysian Grand Prix a tropical rainstorm put the track virtually underwater. When all the cars had been in to change their tyres, David Coulthard in his West McLaren Mercedes was out in front – behind the Safety Car.

Photo: Wolfgang Wilhelm





Wipe away the water

There's no time to waste: the West McLaren Mercedes mechanics quickly change the tyres and clear the air intakes in the sidepods. Mika Häkkinen takes a moment to wipe the rain from his visor.

Photo: Wolfgang Wilhelm



High-speed heart transplant

Swapping the engine in a racing CLK is normally all about speed and precision. In the 2001 DTM season, two power plants are permitted per car, but they can only be switched from one race to the next.

Photo: Friedemann Bock



A tidy performance

During practice at Albert Park in Melbourne, David Coulthard trims the grass.

Photo: Wolfgang Wilhelm

Armchair Viewing vsus Trackside Fun

Get a grandstand view of Formula 1 or the DTM, tour the McLaren plant, watch from the wings at a Formula 1 test session or take a taxi ride in the DTM Mercedes-Benz CLK. Mercedes-Benz is offering motor sport fans a whole range of unique opportunities to get closer to the action or take a look behind the scenes. Stars & Cars reveals exactly what's on offer.



Tickets for the DTM

Hardly any other racing series brings the fans into such close contact with the cars and drivers as the DTM. Mercedes-Benz is offering tickets for all the races in Germany - a passport to a very special experience. At the Nürburgring you'll find there's even a special Mercedes-Benz grandstand offering an ideal view of proceedings. Included in the price of 25 euros is not just a weekend grandstand ticket but also your own paddock pass.

Hospitality at the DTM

A grandstand ticket is all well and good, but you'd be even better off with a Hospitality Package. That will get you even closer to the cars, the drivers and the action in the Mercedes-Benz camp in the paddock. A weekend package for 330 euros (140 euros for children up to 12) will provide you and your family with an unforgettable weekend of thrills, fun and entertainment with the DTM.

Tickets for Formula 1

For the two Grands Prix to be staged in Germany - at the Nürburgring in June and at the Hockenheimring in July - Mercedes-

Benz has a limited contingent of grandstand tickets available for the entire Grand Prix weekend.

For the European Grand Prix at the Nürburgring from June 22 to 24, 2001, weekend ticket prices range from 305 to 350 euros depending on seat locations.

Tickets for the German Grand Prix weekend at the Hockenheimring, from July 27 to 29, 2001, are available for between 250 and 375 euros, depending on which grandstand you choose.

Hospitality at Formula 1

A very special experience awaits the guests of the West McLaren Mercedes Hospitality Club, which will be on hand at all 17 races this season. Here, you not only get to witness the Grand Prix live, you're almost part of the action! Along with an extensive programme of events staged around the Formula 1 race, in the exclusive Paddock Club you are sure to encounter lots of



friends of Mercedes-Benz Motorsport - and of course drivers Mika Häkkinen and David Coulthard, not to mention Norbert Haug, Head of Mercedes Motorsport. Depending on the Grand Prix, prices for a VIP ticket range from 2,500 to 3,400 dollars, plus \$130 for a VIP parking ticket.

But that is not all, because at two of this season's European Grand Prix weekends there will be exclusive special offer packages available from Mercedes-Benz.

Special Offer for the European Grand Prix at the Nürburgring

The Hospitality Special for the European Grand Prix at the Nürburgring (June 22 to 24, 2001) takes you right inside the Formula 1 scene. The new Mercedes-Benz-

Tickets for Grand Prix races all over the world

Grandstand tickets for the Formula 1 races outside Germany can be ordered directly from the following agency:

**sommer directolutions GmbH
Abteilung Ticketing
Anton-Schmidt-Strasse 29
D-71332 Waiblingen
Phone: +49 (0)7151/9563-400
Fax: +49 (0)7151/9563-409
E-mail: ticketing@sommer-ag.de**

Lounge at the end of the pitlane offers you a unique view of the pitlane and of the finishing straight, all from a truly exclusive vantage point. TV monitors provide you with an entertaining and informative overview of the entire weekend, from Friday to Sunday. And along with the exquisite on-site catering, with this package you also get to benefit from the rare privilege of a bird's-eye view from the balcony of the lounge. Watch the teams' pitlane preparations and of course the dramatic moments of the pit stops during the race itself.

All the services of the West McLaren Mercedes Hospitality Club are also available in the Mercedes-Benz Lounge. The package is available at a price of \$3,000 per person.

Special Offer for the Monaco Grand Prix in Monte Carlo

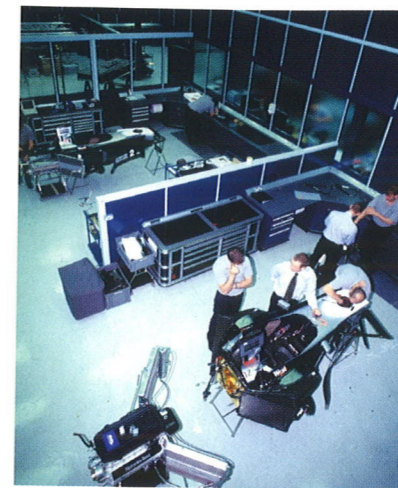
On May 27, 2001 the streets of Monte Carlo will once again be resounding to the roar of Formula 1 engines as the most famous of all Grands Prix gets under way for the 59th time. The special atmosphere in the Principality and the twists and turns of this challenging track make this event a highlight of the season for drivers and spectators alike. The Mercedes Apartment, located directly alongside the finishing straight, offers you the chance to watch the two practice sessions, qualifying and the race itself live. From the ideal vantage point on the ninth floor, you can savour a unique view of the pitlane and the majority

Information on the Internet

Information and tips on ordering tickets and on terms and conditions can be found on the Internet at the following address: www.motorsportticket.mercedes-benz.com.

Orders can only be placed via authorised dealers of Daimler-Chrysler AG. For details please contact your local Mercedes-Benz dealer.

of this street circuit: the harbour, the tunnel exit and the section leading up to the Casino. This very special experience is available for \$3,000, not including travel or accommodation. A limited contingent of hotel rooms has been reserved and further information on reservations and details of the Monaco Grand Prix Special can be obtained via the ticket hotline.



Tour the McLaren Plant

Some of the best kept secrets in the world are concealed not in America but in England. To be more precise, they are in the small town of Woking, where the McLaren plant is located. Normally the plant is off-limits to all but insiders, but you can take a look inside the hallowed halls where the Formula 1 cars first see the light of day. On your exclusive tour of the works, you'll not only get to savour technical delicacies but also be served lunch. And there will be a chance to take - and appear on - the photo of a lifetime.

Tickets are available at the price of 200 euros. The following tour dates are planned for 2001: May 30, June 19, August 22, September 20 and October 5. The price includes a transfer from London Airport to McLaren and back, and lunch in the McLaren staff restaurant.



Look in on a Formula 1 Test Day

Before the West McLaren Mercedes team sends its cars out in pursuit of Formula 1 World Championship points they are first tested, then tested again, and finally tested some more. It's not just the technology that is subjected to close scrutiny - the mechanics too have to be able to do their jobs virtually blindfolded.

On certain test days, you can take a look over the test crew's shoulders and gain a first-hand impression of what their development work involves. And they will be happy to talk to you about what it is they're doing - provided you can keep a secret, that is!

The price of 500 euros per person includes attendance at one day's testing and lunch. You will have to organise your own transport to and from the test track. Dates and further details can be obtained from your local Mercedes-Benz partner or via the Internet.

Take a Taxi Ride in a DTM Car

You'd love to take a ride in a racing car but have never dared to ask? Why not? Mercedes-Benz now offers you a unique opportunity to ride alongside an experienced

Ticket Hotline

You can also order tickets for Formula 1 and DTM races via the following hotline:

0180 5 972267

racing driver in one of the CLK's from the DTM series. The experience is packaged as a two-day deal. The first day you take part in a karting competition; then, on day two, it's time to belt up and try not to shut your eyes. Your driver at the Hockenheimring or Sachsenring tracks will be one of the Mercedes-Benz DTM works drivers. The price of 1,600 euros per person applies to the following taxi-ride events in 2001: April 23/24, June 17/18, July 31/August 1, or October 9/10, and includes one night's hotel accommodation.

All prices, except for the DTM and Formula 1 tickets for the races in Germany, are subject to Value Added Tax. Handling charges and a postage/packing fee will also be charged on all offers.



Ten Tin Tops

Mercedes-Benz is sending ten men into the fray to defend the title at the ten DTM outings in 2001 - two more drivers than last season. At the wheel there will be a healthy blend of youth and experience.

Photos: Gaukler Studios



BERND SCHNEIDER At 36 the defending champion is the oldest and most experienced member of the Mercedes-Benz DTM driver line-up. 2001 is his tenth season with the AMG Mercedes team with which he first won the title in the DTM and ITC in 1995. One year later he was runner-up in the ITC. In 1997 he won the title in the FIA GT Championship. When the DTM made its comeback in 2000 Schneider again came out on top. After winning the German Formula 3 Championship in 1987, Bernd joined the Zakspeed Formula 1 team - the only class in which his efforts were not crowned with success.

PETER DUMBRECK The Scot made his DTM debut in 2000 and finished the season eighth in the drivers' rankings. Two second places at the Sachsenring were his best results. In the previous season, the 27 year-old had one drive for AMG Mercedes - in the Le Mans 24-hour race. Peter, who now lives in Wiesbaden, Germany, started his racing career in karts before working his way through the classic junior formulas. In 1998 he won the Japanese Formula 3 Championship and came home first in the Formula 3 Grand Prix in Macao.



They say people change when you put them behind the wheel. Now consider this: one minute we have a mixture of completely different characters, youngsters, family men, quiet guys and lovable extroverts. The next minute they're all disguised in fire-proof underwear, coveralls and helmets and suddenly they're all the same. Ten men out to win - races in the DTM that is - for themselves and their employer, Mercedes-Benz.

As Head of Mercedes-Benz Motorsport, Norbert Haug is well aware of

his team's mental make-up: "We've got a good blend of experience and youth in the team," he says, "and the DTM is very much a team sport. We reckon we're well equipped for the season with this driver line-up."

This year it's a team of ten, two more than last season. Seven of last year's eight drivers are still on the payroll at Mercedes-Benz, spotlighting the kind of corporate belief in loyalty that seems to be getting rarer these days. Four newcomers have signed up, and then of course one famous face has bid a final farewell to touring car

racing: at 51, living legend Klaus Ludwig decided to leave the tussles on the track to the younger generation. In future, Klaus will be on hand to advise and represent Mercedes-Benz, and will be giving a wider audience the benefit of his inside knowledge of the DTM from the TV commentary box.

The drivers are paired up as follows. Reigning DTM champion Bernd Schneider forms a duo with Scotland's Peter Dumbreck in the two D2 AMG Mercedes entered by the HWA team. Hans Werner Aufrecht's second team - Warsteiner AMG Mercedes - will

MARCEL FÄSSLER In America they would call the young Swiss driver the DTM's best rookie. He finished his first season overall fourth behind old hands Bernd Schneider, Manuel Reuter (Opel) and Klaus Ludwig. Marcel started racing karts at the ripe old age of nine, and in 1993 graduated from the famous Winfield School of Racing. In 1996 he finished third in the French Formula Renault series. In 1998 he was fourth in the French Formula 3 Championship. The following season he switched to F3 in Germany where he was runner-up to Christijan Albers, with four wins to his credit.

UWE ALZEN Back in 1994 and 1995 33 year-old Uwe was already collecting DTM points in a Mercedes-Benz. Racing for Ingmar Persson's privately entered team he concluded the 1994 season as best privateer. In 1996 he moved to join the Opel works team in the STW touring car series, where he came third in 1998 and second in 1999. Uwe finished the 2000 DTM season overall sixth, with three wins under his belt. He first raced in the Endurance Cup on the North Loop at the Nürburgring, before competing in the Porsche Cup for three years and in several classic endurance races.



star Uwe Alzen and Marcel Fässler. Like last year, Pedro Lamy and Darren Turner will be fronting the championship chase for the Rosberg team (24 h Service AMG Mercedes), while the Persson team cars (Original Parts AMG Mercedes) will be driven by Christijan Albers and Thomas Jäger. The newcomer among the Mercedes teams, Eschmann-Manthey Racing, fields a line-up of Patrick Huisman and Bernd Mayländer.

With King Klaus no longer at the wheel, Bernd Schneider - all of 36 - is the senior member of the squad.

With two DTM titles and one ITC championship under his belt, he's also the most successful - and the man to beat. Bernd's sovereign command of the car and of himself is awesome, although this modest man is no friend of elaborate compliments: "It's no good fooling yourself," he smiles, "One day, someone's sure to come along who's even faster." His team mate Peter Dumbreck has switched from Persson to HWA, and the Scot arrived with a healthy respect for Schneider's remarkable ability during qualifying. "It's incredible how Bernd

summons up 100 percent concentration at just the right time," says the 27 year-old racer who's out to learn a thing or two from the champ. "I've analysed our lap times. Bernd brakes amazingly late. I'm a bit faster than him on some bends but he comes out of them better. That's something I'm keen to learn." He shouldn't have too much trouble, because as Norbert Haug confirms, "Bernd is a real team player."

There's a new driver mix in the Warsteiner AMG Mercedes, too. 24 year-old Marcel Fässler, who finished



PATRICK HUISMAN To date the 32 year-old Dutchman has gained almost all his experience in touring cars. In 1991 he won the Dutch Touring Car Championship and in the following season switched to the Porsche Carrera Cup, where he was best newcomer. Between 1997 and 2000 the 6'4" man from The Hague won the Porsche Supercup four times in succession - a series run in conjunction with the European Grands Prix. His last two titles in the Supercup came with the team entered by former DTM driver Olaf Manthey, with whom Patrick now moves up to contest the DTM.

BERND MAYLÄNDER Like Uwe Alzen, Bernd embarked on a career in motor racing relatively late in life. He first raced in the Porsche Carrera Cup at the age of 22, finishing overall third in his first season. From 1995 to 1998 he drove for Mercedes-Benz in the privately entered Persson Team - the first two years in touring cars (DTM and ITC), and then two seasons in GT sportscars. In 2001, the 29 year-old returns to Mercedes-Benz and the DTM. In the interim, Bernd raced in the Porsche Supercup - but still remained true to the Mercedes-Benz brand, because since 2000 he's been the driver of the Formula 1 Safety Car, a Mercedes-Benz CL 55 AMG.



last season overall fourth in the DTM rankings behind old hands Bernd Schneider, Manuel Reuter (Opel) and Klaus Ludwig, making him the top ranked Mercedes youngster, is joined by a newcomer to Mercedes, 33 year-old Uwe Alzen. The two team mates could hardly be more different: Marcel the smart and charming young Swiss, and Uwe a real character from Germany's Westerwald region - not far from the Nürburgring. Strangely enough, it's the younger of the two whose career in racing dates back further. Marcel Fässler was a kart kid, practising 4-wheel drifts by the age of

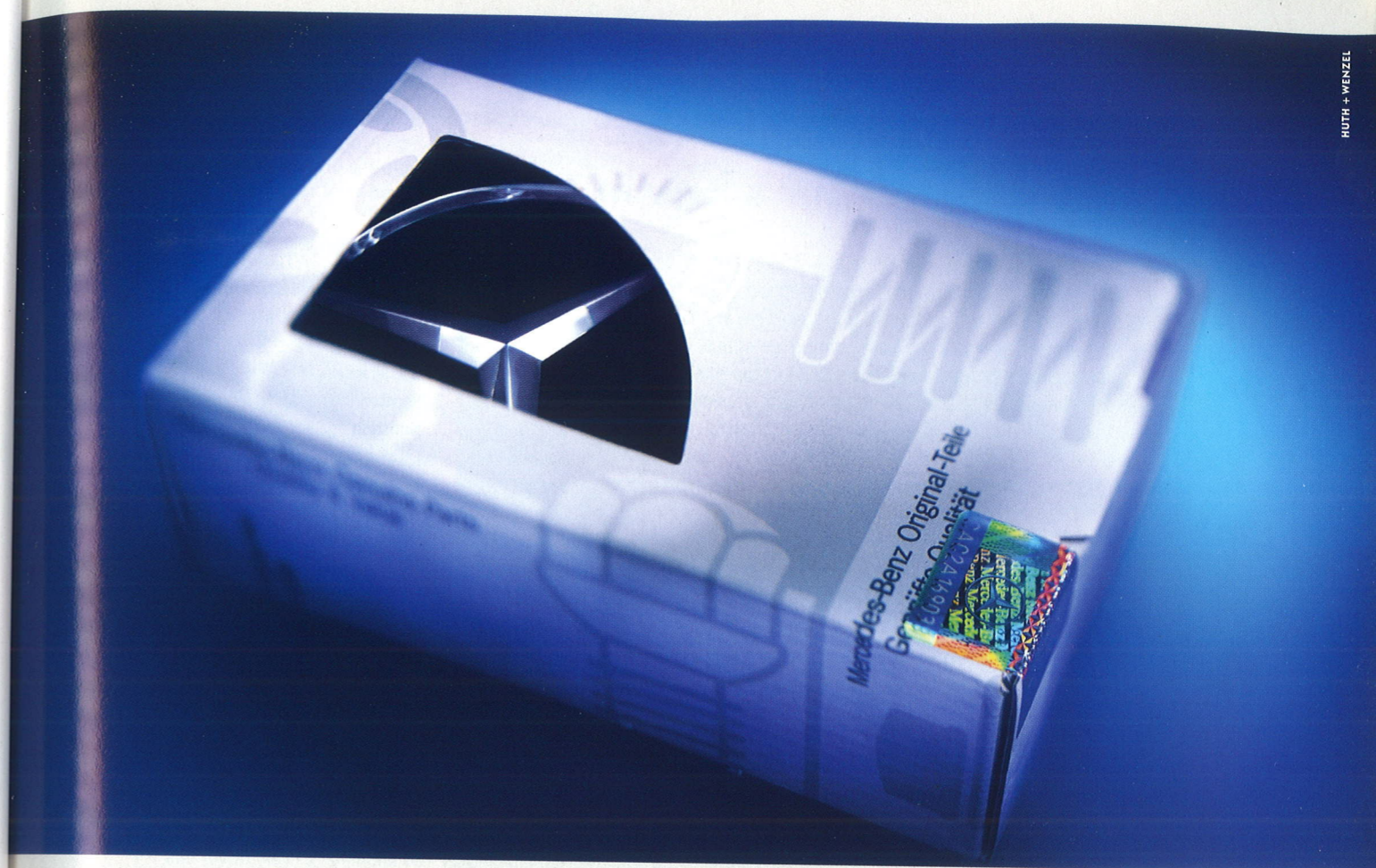
nine. Uwe Alzen found his vocation later in life: as a 23 year-old car mechanic, he took out a loan to be able to enter the endurance race on the North Loop at the Nürburgring. His natural talent did the rest, opening the door to future drives. It seems as if, in this case, opposites really do attract: "We get along just fine," says Marcel.

Two men who already forged a successful team in Porsche Cup racing over the past two seasons now team up again in the Mercedes entered by the Eschmann-Manthey Racing team. The team has moved en-bloc to support Mercedes-Benz in the DTM, and

the drivers are Patrick Huisman and Bernd Mayländer. Like Uwe Alzen, Patrick came late to motor sport. This eloquent Dutchman who stands 6 foot 4 inches in his bare feet - taller than the average racer - managed the remarkable feat of winning the Porsche Supercup four times in succession. He is also a partner in his father's company.

Bernd Mayländer who hails from Southwest Germany also has a second string to his bow: Once a Mercedes-Junior in the former DTM series, in 1999 Bernd secured a high-profile role in a Mercedes CL 55 AMG - he drives the

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ponent, an "original Mercedes" of its kind.



Mercedes-Benz

What's new in 2001?

It's the second season of the new DTM which kicked off so successfully in 2000 and this year the series is looking more attractive and colourful than ever. There are new drivers and new teams; a revised more compact race format and modified regulations that put the three competing marques on a more even footing than ever. And that means more thrilling and closely contested races.

1. The technical regulations

By fine-tuning last year's rule book, the authorities have ensured that the cars entered by the three manufacturers are more similar than ever, particularly where aerodynamics are concerned. The DTM believes in giving everyone a fair chance.

The changes compared to 2000:

- The wheelbase of the racing cars may be seven percent longer than that of the production model. But it must not exceed 2,700 millimetres.
- The maximum lengths of the front and rear overhangs have been precisely defined: 900 millimetres at the front and 1,100 millimetres at the rear.
- The minimum weight of the DTM cars has been reduced by 20 kilos to 980 kilograms. Including the driver, the cars must weigh in at no less than 1,080 kilograms.
- Like last season, only two engines per car are permitted over the entire season. This year, however, they can be used alternately from one race to the next. Last season there was one engine for racing and one for tests.

2. The sporting regulations:

The races have been made even more attractive for spectators.

And here are the changes:

- On the Friday before race weekends, test sessions with a total duration of 180 minutes will be held.
- Qualifying on Saturday has been made more compact, running for 45 minutes. Every driver has 12 laps at his disposal, just like in Formula 1.

Latest News on the Internet

At www.dtm.de fans will find all the latest news and plenty of background information on the DTM series. During race weekends, the official DTM home page will be featuring all the qualifying sessions and races in real time. And there will be fascinating chat sessions with the stars of the series and a fan forum where followers of the DTM can exchange news and share their views and opinions with one another.

+++ DTM-TICKET-HOTLINE +++ 01805/775577 +++ DTM-TICKET-HOTLINE +++ 01805/775577 +++

2001 Race Calendar

| | | |
|--------------|----|-------------------------|
| April 22 | 1 | Hockenheim |
| May 6 | 2 | Nürburgring |
| May 20 | 3 | Oschersleben |
| June 17 | 4 | Sachsenring |
| July 8 | 5 | Norising |
| August 12 | 6 | Lausitzring |
| August 26 | 7 | Nürburgring |
| September 9 | 8 | A1-Ring (Austria) |
| September 23 | 9 | Zandvoort (Netherlands) |
| October 7 | 10 | Hockenheim |

■ On race Sundays there will be a new Qualifying Race over 50 kilometres. The finishing order in this race will determine positions on the grid for the Main Race where the points are won.

■ Between the Qualifying Race and the Main Race there will be a 20 minute break to refuel, change tyres and make repairs and line up on the grid. That will be a race against time for the teams.

■ In the Main Race over 100 kilometres, every driver has to put in one pit stop, which will make for additional action and excitement.

■ DTM-partner Dunlop has developed new tyres that make for more speed. Faster lap times mean even more action out on the track.

■ In 2001 – contrary to established DTM-Tradition – there will only be one winner per weekend.

3. Trackside spectators

The DTM is more spectator-friendly than ever before.

■ The organisers will ensure moderate price levels at all events.

■ Children will be admitted at half price.

■ Huge video screens will provide spectators with an overview of the entire race.

■ The video screens will also be used to broadcast a fan TV channel with driver interviews and fan activities.

■ The pit walk will be more attractive than ever, as in 2001 Formula 3 will be using the DTM pitlane, too.

4. The DTM on TV

■ Germany's ARD and ZDF will be covering the Qualifying Race, Main Race and podium live on Sundays.

■ The ARD's Channel 3 stations will cover Saturday qualifying either live or recorded.

■ The DTM's TV partners have signed up new expert commentators with ex-DTM Champion Klaus Ludwig on ARD and former DTM driver Klaus Niedzwiedz on ZDF.

■ Deutsche Sport Fernsehen (DSF) will broadcast highlights of the day's racing on Sunday evenings.

CHRISTIJAAN ALBERS The 22-year-old Dutchman has got off to a lightning-fast start in motor racing. He set out in karts in 1996. One year later he was Dutch Formula Ford 1600 Champion and in 1998 switched to the German Formula 3 series. After finishing fifth in his debut season, the youngster from Eindhoven took the title in 1999 with six victories to his credit. He was chased all the way to the wire that year by his new team mates at Mercedes-Benz, Marcel Fässler and Thomas Jäger. Last season, Christijan contested the Formula 3000 European Championship with the Arrows Junior Team.

THOMAS JÄGER 24-year-old Thomas made his DTM debut last season as team mate to Bernd Schneider in the HWA team. After a season of mixed success, this native of Chemnitz who now lives in Munich finished eleventh in the drivers' rankings. Previously, Thomas who came to motor racing via karts, spent two seasons in the German Formula 3 Championship. In 1998 he ranked eleventh, with one victory to his name. Then in 1999 he finished the season overall third, behind Christijan Albers and Marcel Fässler. For the 2001 DTM season, Thomas has moved to join Ingmar Persson's team.



Formula 1 Safety Car. "I like to keep busy and really enjoy the travel," he says, "and it's great to have the chance to present not just one but two Mercedes to a big audience."

Huisman and Mayländer not only get along well at a personal level, they also share the same style of driving. Says Patrick, "That's quite an advantage when we're setting up the cars because we can come at each setting from opposite ends, so to speak, and what feels right then suits both of us." Bernd Mayländer is particularly pleased to be on the team belonging to ex-DTM racer Olaf Manthey – fa-

mous not least for his moustache with its characteristic twirls. "Olaf's quite a character," Bernd grins.

The same could be said of the head of another Mercedes team – ex-Formula 1 World Champion Keke Rosberg. Keke's team, based in Neustadt in the Rhineland Palatinate, has the same driver line-up as last year, with Portugal's Pedro Lamy (29) joining forces with England's Darren Turner (27). Nearly the same age they may be, but what a difference in the route they took to the DTM: by 1992, Pedro had already swept aside the opposition with eleven wins on his way to

the German Formula 3 title, was heading for the European Formula 3000 championship and knocking loudly on the door to Formula 1, while Darren was still running errands for the Jordan F1 team to help pay for a drive. Then came the turnaround in fortunes: Pedro had a major accident while testing a Lotus and, struggling to come to terms with the blow to his career, drove for the barely competitive Minardi team, while Darren won the blue ribbon for any young British racing driver, the McLaren Autosport Young Driver of the Year Award.

Both men were far from satisfied



PEDRO LAMY Now 29 years old, this diminutive Portuguese racer entered motor sport like a rocket. In 1992 he outclassed the competition in the German Formula 3 Championship, finishing the season with the title and eleven victories. In 1993, after a serious accident while testing a Lotus, his career went into a dive. First he drove for the Minardi team, taking a back seat in Formula 1, then he tried his hand at endurance races. It was here that, in 1999, Pedro joined the Mercedes-Benz team for the Le Mans 24 hour race. His DTM debut followed one year later.

DARREN TURNER In 1996 Darren finished runner-up in the British Formula Renault series and promptly scooped the McLaren Autosport Young Driver of the Year Award. Subsequently he raced in the British Formula 3 Championship and the Formula Palmer Audi series before joining West McLaren Mercedes as a test driver. Here his duties included driving the two-seater Formula 1 car at taxi-ride events. Last season, Darren, who is now 27, made his debut in the DTM alongside Pedro Lamy, finishing the season overall 14th, one place behind the Portuguese driver



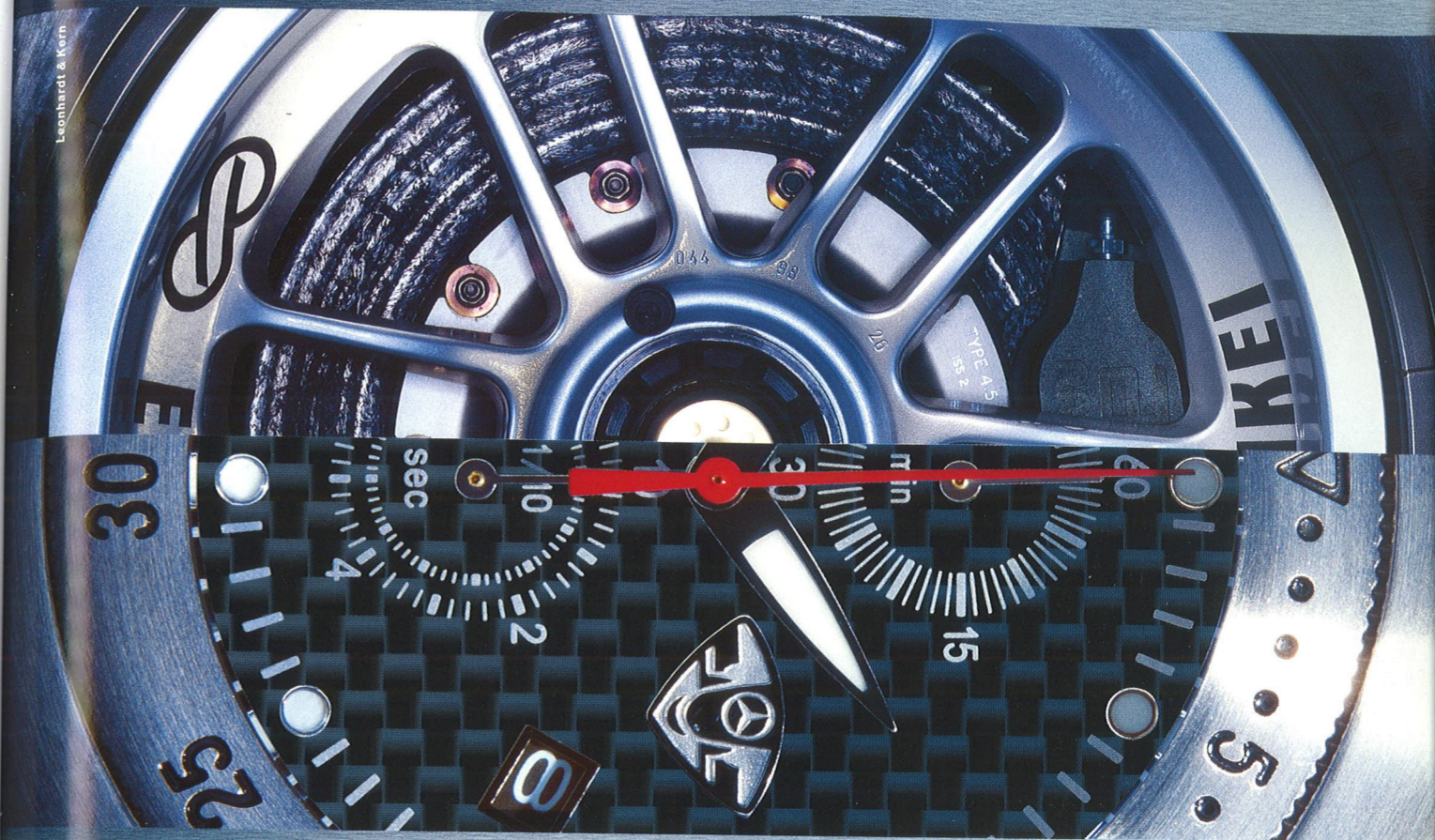
with their performance in last season's DTM: "We never managed to really get the best out of the car," admits Darren Turner. They also share a determination to do better this time around. "I'll be working very hard on my performance," says Pedro Lamy, to which Darren adds, "And I'm aiming to work with Pedro to make sure we're right up there among the leaders."

The final piece in this season's Mercedes-Benz drivers' mosaic came from The Netherlands: Christijan Albers - at 22 the youngest member of

the squad. Christijan partners Thomas Jäger, who was born in Chemnitz but now lives in Munich and earlier this year moved from HWA to join Ingmar Persson's team (Original Parts AMG Mercedes). This is not the first time that Christijan Albers, Thomas Jäger and fellow Mercedes driver Marcel Fässler have competed against one another in the same series. Two seasons ago, in 1999, the trio were all battling for the German Formula 3 title. Christijan eventually won the championship, ahead of Marcel and Thomas. In fact, Christijan Albers has

risen to the top in no time. After a single season in karts, he had a mixed year of kart races and junior formula outings before breaking straight into Formula 3 - where that '99 title came in only his second season.

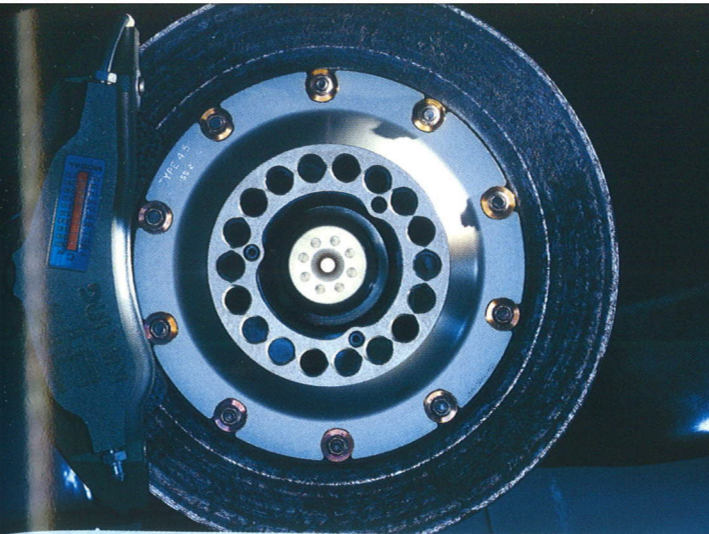
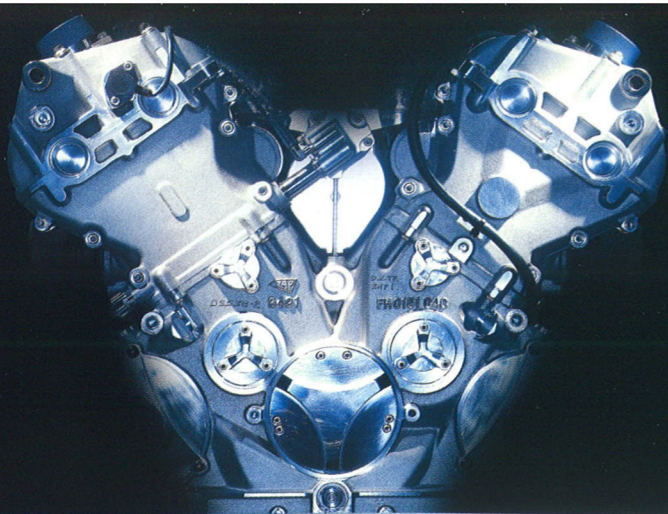
For this ambitious rising star, "the best thing that could possibly have happened was for Mercedes to offer me a drive in the DTM, because the DTM is simply the best." And Thomas Jäger who used to come and watch the old DTM series with his Dad adds, "and in the DTM it's Mercedes-Benz that's simply the best!" ■



Edition Motorsport Formula 1 2001



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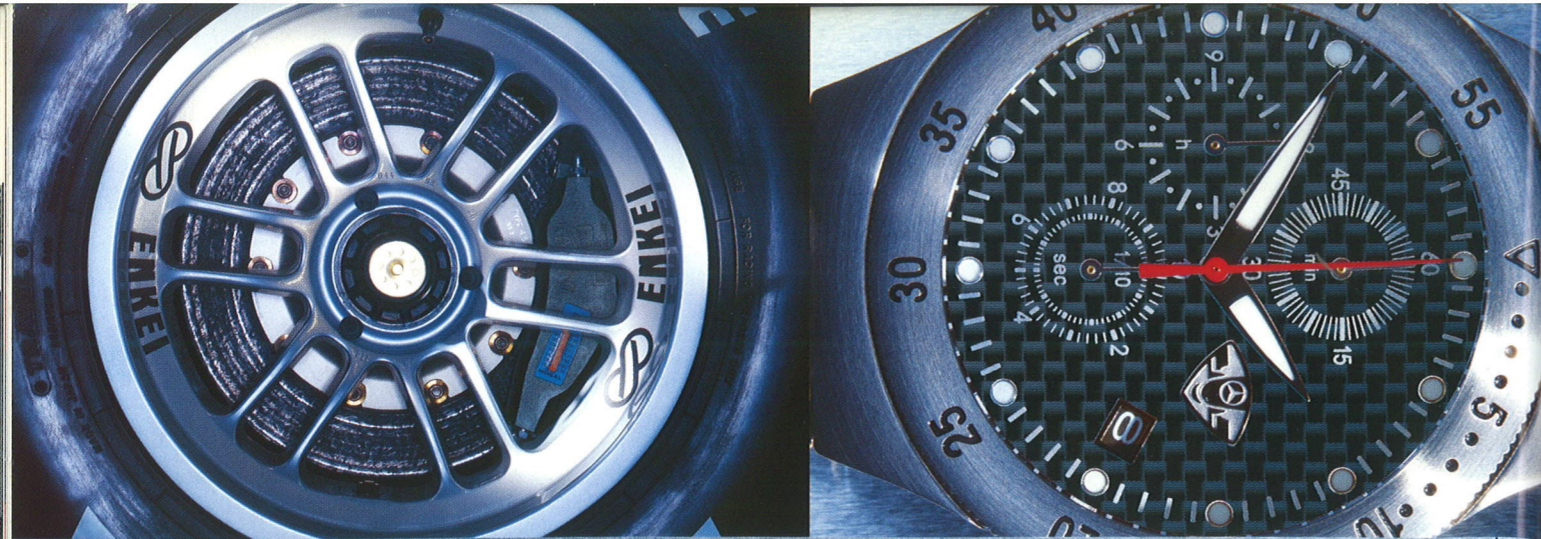
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www.dtm.de

Along with all the latest news on the series (with live timing of qualifying and races) as well as on the teams and drivers, there's a chance for surfers to influence the trend barometer. And in the Fan-O-Drom you'll find a whole host of photos and videos



to download. The site also features a large number of links to other websites that no DTM fan should miss. Information, videos, live timing

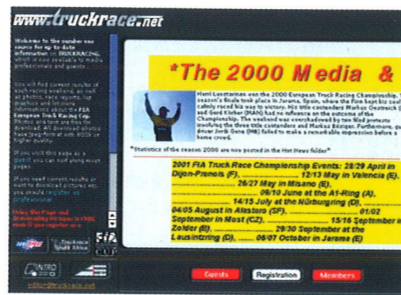
www.uwealzen.de

The newcomer in the Mercedes-Benz DTM Team says hello on his home page with a wealth of information on the man himself and his career, plus



how the season is going. One highlight not to miss is the "Multimedia" link. Here you can download photos from 1993 to 2000. Uwe's site also in-

cludes a video clip headed "Beruf Rennfahrer" showing the main stages of his life at the wheel. Screen savers, visitors' book, multimedia



www.truckrace.net

The official home page for truck racing fans - you'll be glad to hear - is in English. Along with dates and general info on the truck racing scene, surfers will find the latest reports and results after each race. If you can read German, check out all the news on the highlight of the season at the Nürburgring at www.truck-grand-prix.de Race reports, statistics, game downloads

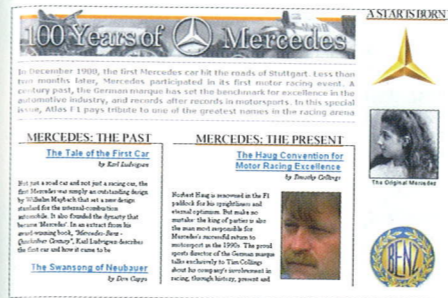
www.racing1.de

This site provides up-to-the-minute information on all major international - and German - race series, making it a must for any motor sport enthusiast. It's the ideal way to keep on top of events. The archives are superb and the links to other motor sport sites really useful. The chat forum is lively. Chatroom, leisure tips, circuit maps

www.atlasf1.com



One of the most informative sites. Here you'll find news updated several times a day and splendid archives with reports from seasons gone by. To mark the centenary of the Mercedes brand, you can read all about the fascinating history of Mercedes-



Benz in motor racing on a selection of special pages. News, information, archives

www.formula-one.net

This is the official web site of McLaren Mercedes partner West, offering lots of information on the individual races and drivers. It also provides some fascinating insight into events in and around a Formula 1



race weekend. Under the heading of "Whispers" you can even get up on the latest rumours. News, photos, video

www.huismanracing.nl

The second newcomer in Mercedes-



Benz Motorsport's DTM family, has his home page online in English and Dutch. Along with a chat forum and visitors' book for Huisman fans, you can trace Patrick's development over the years, starting in 1988. Forum, visitors' book

www.dmsb.de

The German Motor Sport Association, DMSB, is a source of comprehensive information on car, motorbike and kart racing. Along with the technical and sporting regulations of the DTM



you will also find dates for your diary, press reports and full race results. Information, regulations, results

www.mercedes-benz.com/classic

It seems like the Internet age has even reached museums, at least where Mercedes-Benz Classic is concerned. Here we have automotive history - from 1886 via the legendary early Silver Arrows all the way to the



latest models, all on show for visitors to this virtual museum. Check it out from the comfort of your own desk-side chair. Automotive history, virtual tour

www.motorsportarchiv.de

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to mention all the races since Formula 1 was born back in 1950? This site is a statistician's delight, a real cornucopia of 50 years of Formula 1, well laid out and clearly organised. Simply outstanding. Archives, statistics

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David Coulthard www.nevis.co.uk/coulthard
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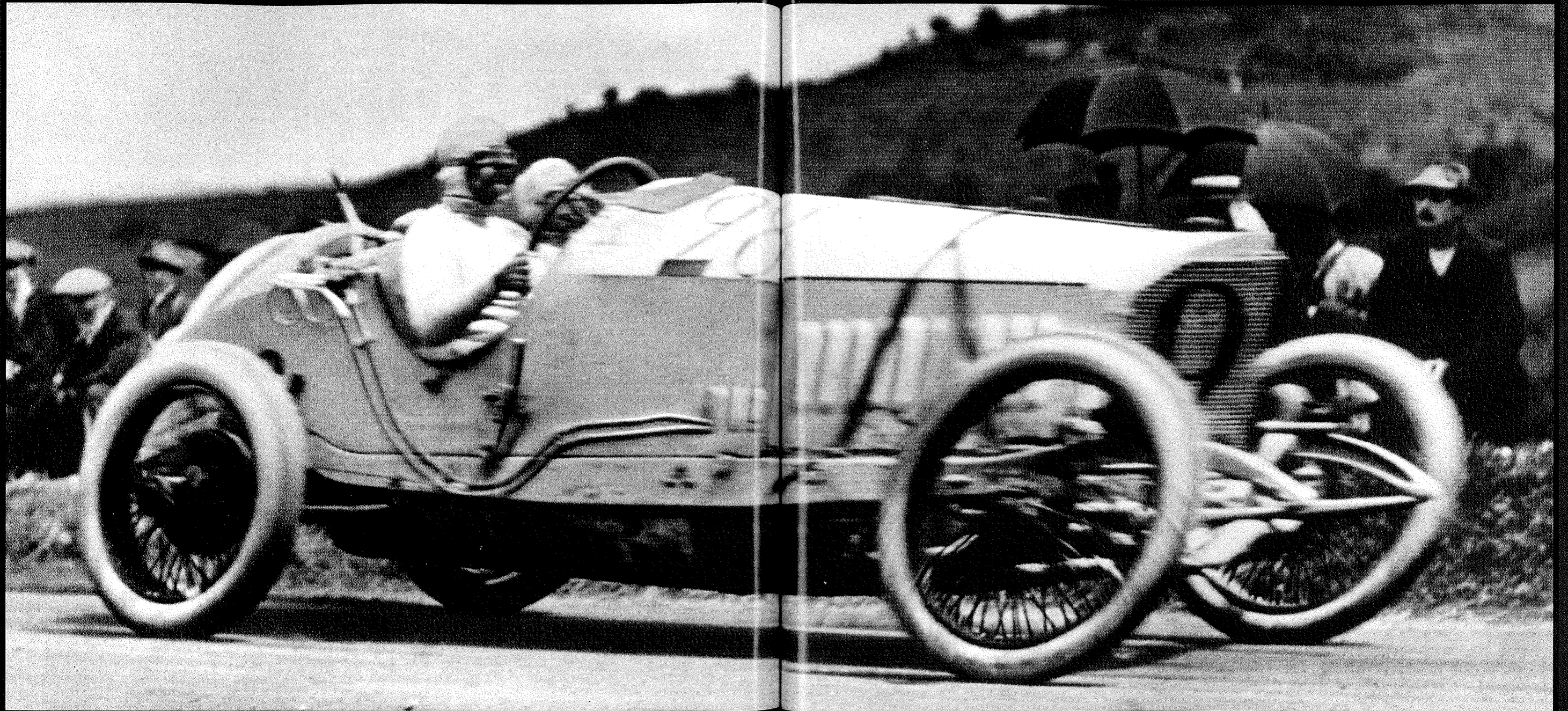
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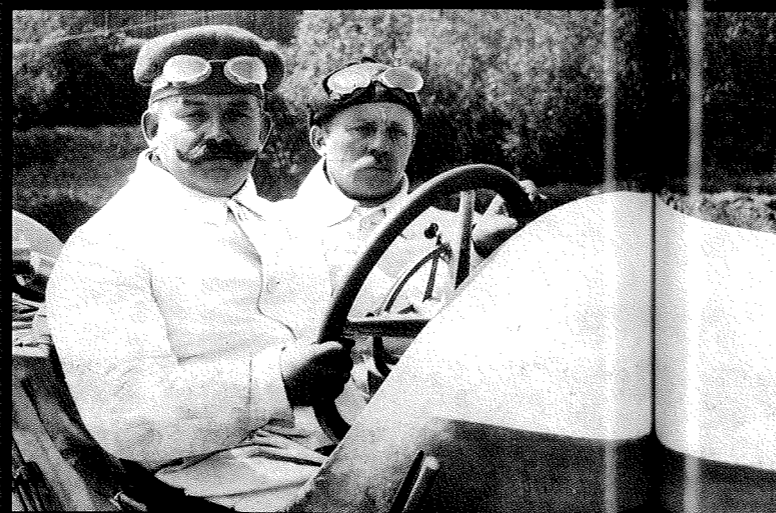
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MEN IN



100
YEARS
Mercedes-Benz
THE STORY OF PASSION

The year was 1901, the place Nice, and the winning car a 35 hp Mercedes decked out in white - the colour of Germany's racing cars for the next 33 years. Just who was the greatest racer of those early years is hard to say, but they were heroes to a man – just look at the cars they dared to drive.

Words: Hartmut Lehbrink. Photos: Mercedes-Benz Archives

■ Historic victory: Christian Lautenschlager steers his Mercedes to victory in the 1914 French Grand Prix

HISTORY

100
YEARS
Mercedes-Benz
THE STORY OF PASSION

It's man against machine. No sign here of that uncanny understanding that bonds horse and rider. The driver, slaving to survive, seems in constant danger of being overwhelmed by the brute force of his colossal mount. The obligatory mechanic alongside knows he is risking life and limb, his fate hanging by the silken thread of his mate's skill and reactions. The gladiator at the great steering wheel heaves it around, flinging the car into the corners at sickening angles, its tyres churning up clouds of dust and spitting gravel in all directions like a hail of bullets. Hens scatter in panic, an unwary mongrel staggers away dazed. Surely nothing this perilous can turn out well...

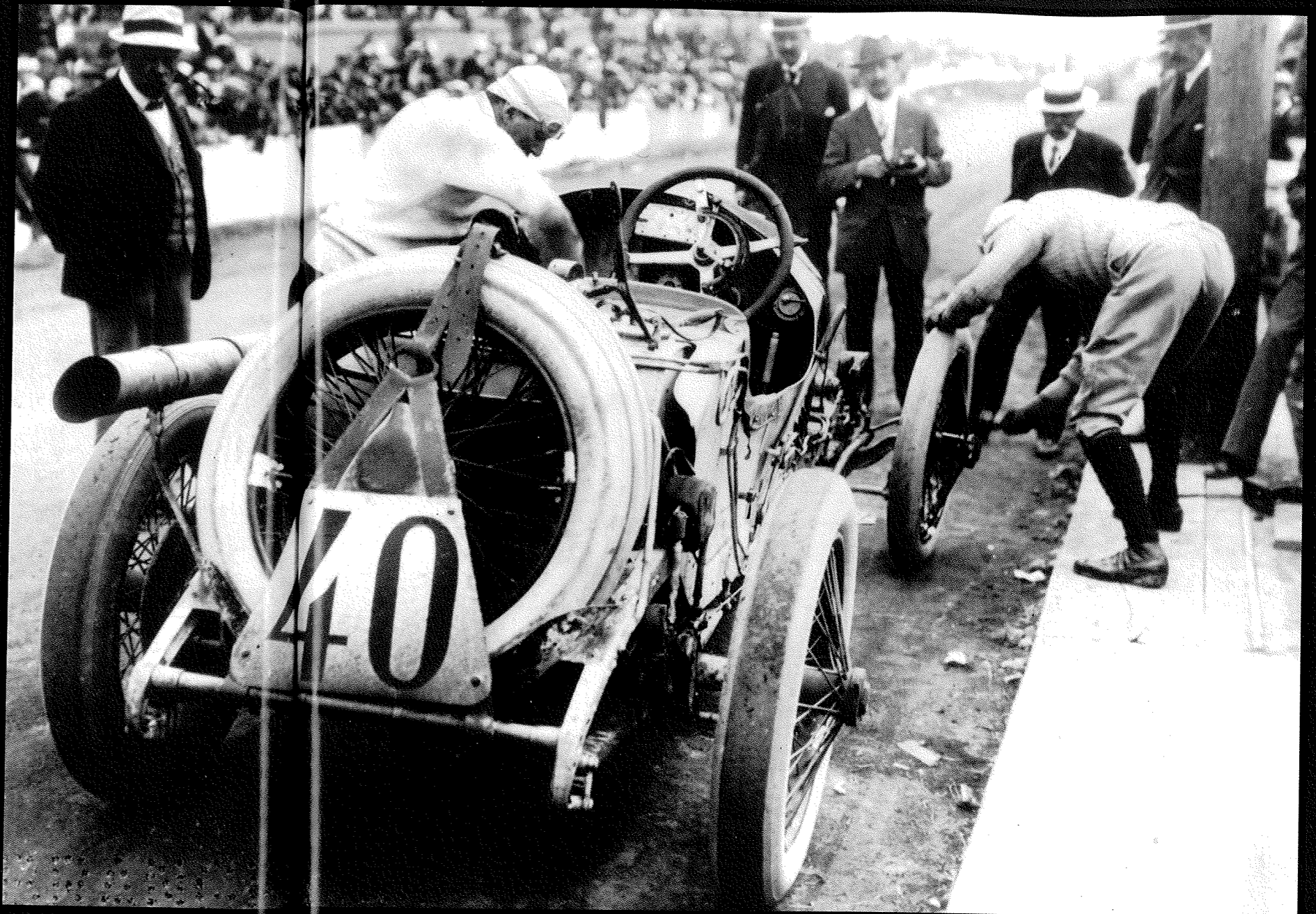
But turn out well it did, at least in the Grand Prix of the Automobile Club de France at Lyons on July 4, 1914, and for Mercedes in particular. The Peugeot drivers started as hot favourites, headed by France's national hero Georges Boillot and priding them-

selves on the latest technical wonder: four-wheel brakes. Here the Peugeots had the edge over the 4.5-liter Mercedes which could only be retarded at the rear. But with their four valves and three spark plugs per cylinder and brilliant road-holding, the German racers would be no easy meat for the Frenchmen.

In the Mercedes camp, nothing was left to chance. Preparation had been meticulous. An English journalist of the day could hardly believe his eyes: "When we came to the Mercedes camp, four of the five cars had only just arrived but there was an atmosphere of Prussian orderliness and almost military precision about the place. There were masses of spares, enough to assemble a number of engines, and even a reserve chassis - in case the worst should come to the worst."

With the race in full swing, competitors and spectators alike were bewildered by an ever-changing display

Improving fast: Wagner battles his way into second place at Lyon



No pit crews here: Regular stops for fuel and tyres were when the travelling mechanic really proved his worth

The Red Devil: Camille Jenatzy



of mysterious signals from the Mercedes pits, designed to keep the five drivers - Christian Lautenschlager, Otto Salzer, Max Sailer, Louis Wagner and Theodor Pilette - informed about positions and distances. Only late in the day did it emerge that there was method in this pit-signal madness: at the end of the last lap but one, Lautenschlager suddenly surged forward out of the whirl of white cars, never to lose the lead again. His winning time was 7 hours, 8 minutes and 18.4 seconds at an average speed of almost 66 mph. Sparse laurel for second and third places also wreathed the heads of his team mates Wagner and Salzer, as they lined up to be photographed in their victorious cars. Boillot's Peugeot

had been sidelined, its engine feverish.

Our reporter of the day was by now thoroughly awe-struck: "The most amazing aspect of these achievements was the part played by the man at the wheel. There was no trace of fright in his face. In fact, he was as calm and composed as a justice of the peace in Surrey, fining some poor devil for speeding at 30 mph along an open and empty road."

Cool as a cucumber, that was Christian Lautenschlager, born in Magstadt in Swabia in 1877. At the age of 22 Lautenschlager offered his services to Daimler-Motoren-Gesellschaft in Bad Cannstatt, at once impressing its founding father Gottlieb Daimler. True

as steel, Lautenschlager remained faithful to the company to the end of his days. In his autobiography, Alfred Neubauer, the legendary Mercedes team manager of the thirties and fifties, speaks of Christian Lautenschlager in the highest terms as "arguably the best German driver before the First World War."

A sturdily-built fellow, the ends of his enormous moustache twirled mischievously upwards, Lautenschlager drove cannily, coolly and with circumspection. Instead of simply racing flat out, he used his brains and tried to be gentle on his car while coaxing as much speed out of it as possible. "Let the daredevils in the lead push themselves to the limit and each other off



■ Nice one, Christian: At Nice Week in 1901, Christian Werner won all three competitions in his 35 hp Mercedes

the track," was his motto, "because to finish first, first you have to finish."

One of the blessings of winning a race was a substantial purse, and as a true thrifty Swabian, Lautenschlager had an unadulterated affection for money. There was no shortage of cash to be raked in at the French Grands Prix – as the name implies. In 1908, in Dieppe, the equivalent of 80,000 German gold marks was up for grabs. Not surprisingly, there was no holding Lautenschlager who won the event at the wheel of a brand new Mercedes 135 hp "four" with a capacity of almost 14 litres, never taking a chance at the corners and saving his tyres, relying on the straight-line speed of his racer to bring him victory. As usual, Lauten-

schlager had a substantial supply of dried prunes on board, which he used to melt in his mouth during races. The tidy sums he carried off, he put by for a rainy day, meeting his costs and funding the customary mug of local red wine with his income as a mechanic – much as the modest Mercedes star Hermann Lang would do in the thirties. Before the 1914 Lyon Grand Prix, Lautenschlager imparted to his friends that the 140,000 gold marks held out by the Automobile Club de France would be "a help in keeping the wolf from the door in old age."

Still the number one Mercedes driver after the First World War, Lautenschlager no longer raced regularly,

content to put in appearances in the Targa Florio in 1922 and 1924, and contest Indianapolis in 1923. He died in 1954 in the little house Mercedes had given him in return for his lifelong loyalty.

Quite possibly, though, the true origins of Mercedes motor sport have never been documented. Perhaps one day in the 1890s a belt-driven Daimler was bowling along the road from Bad Cannstatt to nearby Fellbach at 12 mph when a second horseless carriage came up from behind. As it drew level, the drivers doffed their hats and inquired politely after the health of their mutual families. Then one of the Daimlers pulled away at a remarkable 14 mph, a satisfied smile on the face of

the man at the wheel...

In the official record books, however, the first century of Mercedes victories began at Nice Week from March 25 to 29, 1901, with victory in all three events going to works driver Wilhelm Werner. In his 35 hp model, Werner effortlessly swept aside the competition in the 244-mile Nice-Salon-Nice road race, averaging 36 mph, before storming up the La Turbie hillclimb at 31.9 mph and winning the trial on the promenade in Nice with a top speed over the flying kilometre of 53.4 mph. The idea for the victorious car had been proposed by Consul Emil Jellinek, an ebullient Austrian businessman and entrepreneur and a resident of the French Riviera. After Nice Week, Jellinek loved to drive the winning vehicle, all in white, along the Boulevard des Anglais, and white was to be the German racing colour for the next 33 years.

So who was the greatest driver of them all in those pioneering times – the Fangio or Hakkinen of the day?

Sadly, there is no saying, for identities have become blurred by the passage of time, affording us only shadowy glimpses of the heroes of those early formulas and events – the Gordon-Bennett Trophy races, the first Grands Prix and the Targa Florio. Your choice, as so often, will depend on your point of view and personal preferences.

One prominent contender was Camille Jenatzy, born in Brussels in 1868. There is a familiar picture of Jenatzy which speaks volumes: Having just become the first man to exceed 100 kph, the Belgian is seen enthroned in majesty on his torpedo-shaped speedster. Somehow, though, he looks more like an ambitious civil servant than a Horseman of the Apocalypse. The defiant air his proud pose was doubtless intended to exude suffers severely under the impact of a peaked cap worthy of a station master.

In 1903, Jenatzy joined the Mercedes team. His crowning glory was to come in the 4th Gordon-Bennett Trophy race at Ballyshannon in Northern

■ Grandstand view: In 1903 Mercedes won the Gordon Bennett Trophy in Northern Ireland



■ In full racing trim: Otto Salzer



HISTORY

100
YEARS

Mercedes-Benz
THE STORY OF PASSION

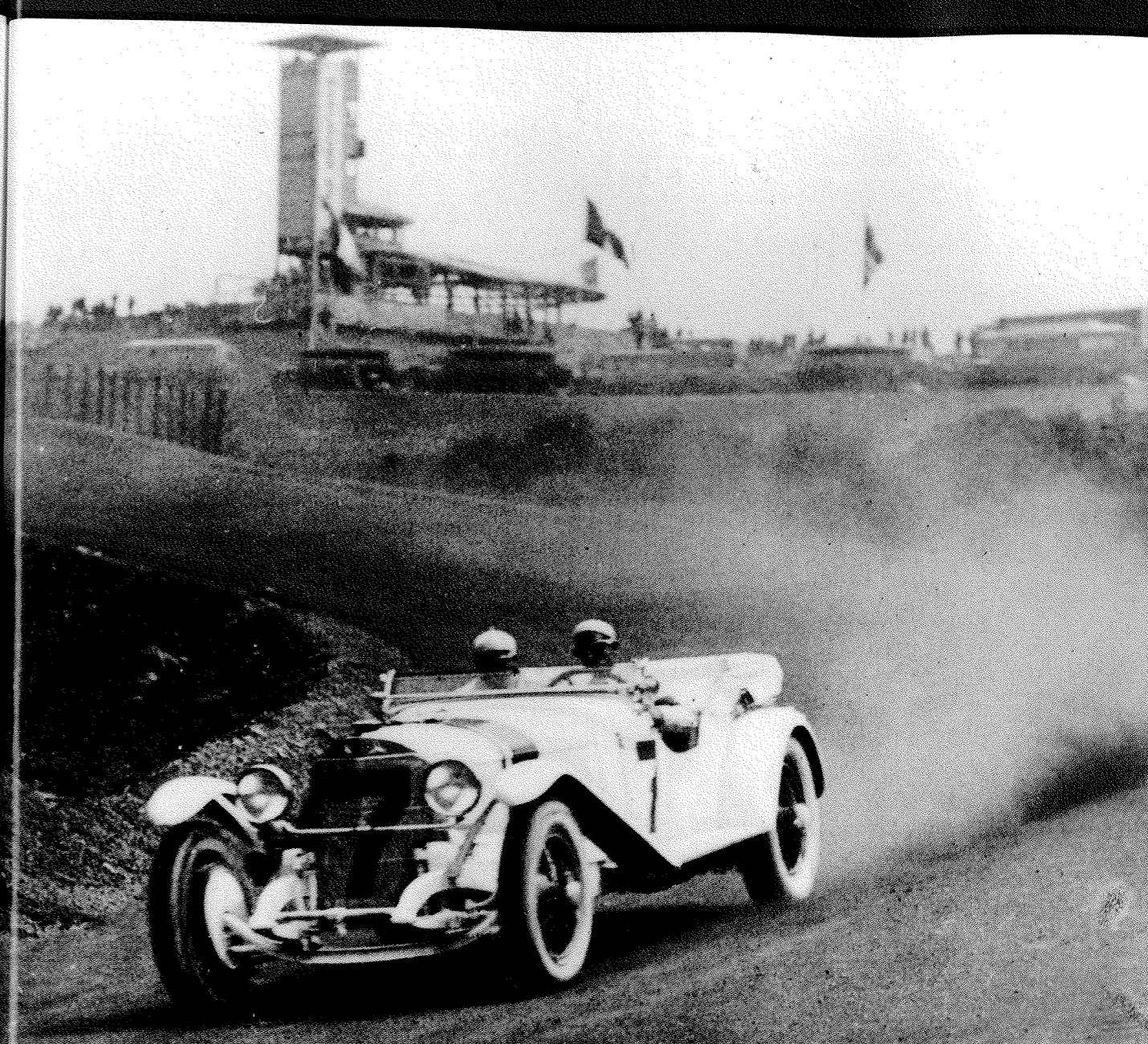
Ireland on July 2. Three weeks earlier, at half past two in the morning on June 10, the progress of the five 90 hp Mercedes cars scheduled to race in Ireland was brought to an abrupt halt by a fire that swept through the Daimler-Motoren-Gesellschaft plant at Bad Cannstatt, reducing the cars to cinders. As a stop-gap measure, a standard production 60 hp Mercedes Simplex was recalled from its American millionaire owner, Clarence Gray Dinsmore, and hastily prepared for Jenatzy to drive. That he won the race is a tribute to his driving and to the latest rubber supplied by the Continental Caoutchouc und Gutta Percha Compagnie which, at the exceptionally high pressure of 100 psi, outlasted his competitors' tyres.

The motor sport fans of the day nicknamed Jenatzy the "Red Devil" on account of his fiery hair and beard. Rumour had it that no car could harm him, not even the 140 hp Mercedes in which he set a new world record of 112 mph on the beach at Ostend in his native Belgium. Ironically, though, Jenatzy himself was fond of saying that he would like to die in a Mercedes – and sure enough, he did. In the autumn of 1913, he invited a group of friends for a boar hunt in the Ardennes. The morning of October 7 dawned, and Jenatzy – in the mood for a practical joke – hid in the bushes and grunted like a boar. Unfortunately for him, there were some excellent shots among his guests who, when

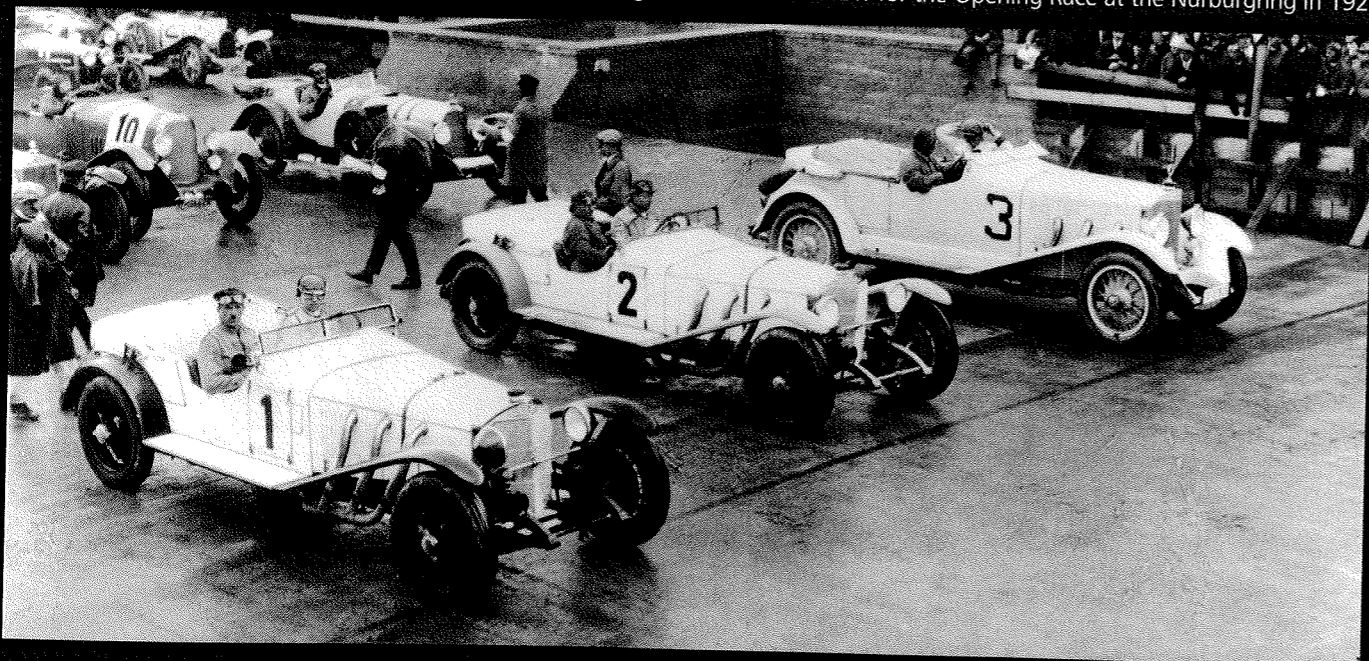
they came to inspect their 'kill', were aghast to find the "Red Devil" lying sorely wounded on the ground. En route to hospital in his private Mercedes, the Grim Reaper fulfilled Jenatzy's wish, although perhaps not quite as the racing ace had intended.

Another contender for the title was Otto Merz, born in Bad Cannstatt near Stuttgart in 1889. Not only was Merz as fast as the wind, he was also strong as an ox. Tiny Elizabeth Junek from Prague, one of the fastest lady drivers ever, vividly recalled how Merz once shook the hand of the wife of German owner-driver Baron Wentzel-Mosau so vigorously that her wedding ring was severely bent out of shape and could only be removed with the aid of a pair

■ A gentle giant: Otto Merz



■ Racing by numbers: Three Mercedes S Sportwagen form the front row for the Opening Race at the Nürburgring in 1927



■ Eat my dust: At the Nürburgring in 1927, the Mercedes S Sportwagen simply left the competition standing

of pliers. For his part, Alfred Neubauer once saw Merz lift a Mercedes SSK so that his mechanics could push a support under it. Nicknamed the "White Elephant", the SSK tipped the scales at 33 hundredweight, no less.

This gentle giant had joined Daimler-Motoren-Gesellschaft before the First World War as a factory tester, before making the transition to world-class racing driver like other Mercedes employees before and after him. His greatest victory, at the German Grand Prix for sports cars at the new Nürburgring on July 17, 1927, almost fell into his lap. While his daredevil comrades Christian Werner and Adolf Rosenberger were furiously battling for the lead, Merz was content to make his

presence felt on lap 3 with a new lap record of 64 mph. But after Rosenberger had dropped out with engine failure and Werner dropped back with tyre problems, victory was assured.

Victory celebrations would doubtless have been regular events from then on had Merz not pushed Lady Luck a tad too far. In the spring of 1933 her patience finally ran out. Before the Avus race, Merz insisted on driving his SSKL from Stuttgart to Berlin himself – by night and with no lights. His luck held and the moon came out. Then, although Alfred Neubauer was strictly against it, Merz went out to practise in the wet. It was May 18, and behind the notorious hump at kilometre 1.5, the shrill song

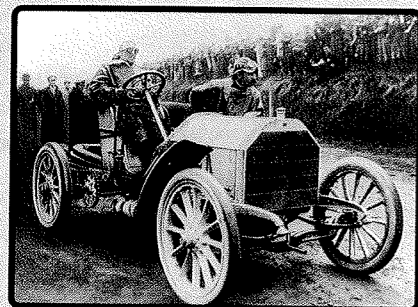
of the supercharged engine suddenly died. Manfred von Brauchitsch later related how he found Otto lying peacefully beside his shattered car, for all the world as if sound asleep.

There were other greats, too, including Christian Werner, winner of the 1928 German Grand Prix at the Nürburgring together with Rudolf Caracciola. Or the Italian Count Giulio Masetti, who won the Targa Florio in 1922 and was to meet his fate in the same race four years later. Or Ralph de Palma, victorious at Indianapolis in 1915. And although none of them stood head and shoulders above the others they were heroes all, those men in white, worthy winners in the greatest cars of their time ■

Milestones

100 years of Mercedes motor sport – STARS & CARS covers the highlights. Part one: Pioneering Days – the period from 1901 to 1932.

1901 First appearance of a Mercedes at the Nice Week. Winner of the Nice-Salon-Nice race (392 km): Wilhelm Werner in a 35 hp Mercedes, average speed 58.1 kph. 3rd Semmering Race (near Vienna): Won by Ritter von Stern at the wheel of a 35 hp Mercedes, averaging 47.9 kph.



Camille Jenatzy won the 1903 Gordon Bennett Race

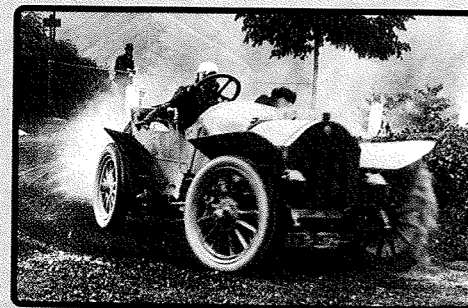
4th Gordon Bennett Trophy Race in Northern Ireland (592.7 km): Winner Camille Jenatzy in a 60 hp Mercedes, averaging 89.2 kph.

1904 6th Semmering Race: 1st place for a 90 hp Mercedes driven by Hermann Braun, average speed 73.2 kph.

1905 1st Herkomer Competition (named after English-based German portraitist and racing enthusiast Hubert von Herkomer): Overall victory for Edgar Ladenburg, 2nd place for Hermann Weingand, both in 40 hp Mercedes, 3rd place went to Willy Pöge in a 60 hp Mercedes. 7th Semmering Race: Won by Hermann Braun in a 100 hp Mercedes, averaging 76.5 kph.

1906 8th Semmering Race: Victory and 1st challenge trophy went to Hermann Braun in a 100 hp Mercedes, at an average of 77 kph.

1907 3rd Herkomer Competition: 1st place and the Herko-



Fritz Erle in a 50 hp Mercedes stormed to victory in the 1st Prinz Heinrich Trial in 1908

1902 4th Semmering Race: First place went to Wilhelm Werner in a 40 hp Mercedes, at a record average speed of 56.5 kph.

1903 Nice Week: Victory for Otto Hieronymus in a 60 hp Mercedes in the La Turbie Hillclimb, at an average of 64.4 kph.

4th Gordon Bennett Trophy Race in Northern Ireland (592.7 km): Winner Camille Jenatzy in a 60 hp Mercedes, averaging 89.2 kph.

mer Challenge Cup went to Fritz Erle in a 50 hp Mercedes. Opening race at Brooklands: 1st J.E. Hutton, 2nd Dario Resta, both in 120 hp Mercedes.

Ardennes Race, to the Grand Prix formula (600 km): Victory for a 130 hp Mercedes driven by Pierre de Caters, averaging 92.6 kph, fuel consumption limited to max. 30 litres/100 km.

9th Semmering Race: Won by Willy Pöge in a 130 hp Mercedes, averaging 80.1 kph (new record).

1908

Petersburg-Moscow Long Distance Trial (686 km): Won by Victor Héméry in a 120 hp Mercedes at an average of 80.6 kph (new record).

1st Prince Heinrich Trial (named after its initiator, Prince Heinrich of Prussia, the brother of Emperor Wilhelm II): Victory for Fritz Erle in a 50 hp Mercedes.

Grand Prix of the Automobile Club de France (ACF) near Dieppe (720 km):

1st Christian Lautenschlager, 140 hp Mercedes, average speed 111.1 kph,

2nd Victor Héméry, 3rd René Hanriot, both driving Benz Grand Prix models.

10th Semmering Race: 1st place for Otto Salzer in a 150 hp Mercedes, at an average speed of 81.2 kph (record).

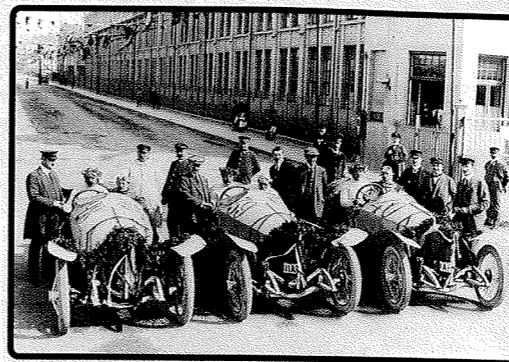


A proud moment for the winners and their Mercedes team at the 1908 French Grand Prix

1909 11th Semmering Race: Victory and 2nd challenge trophy went to Otto Salzer in a 150 hp Mercedes, average speed 84.3 kph. Salzer's record held for 15 years.

1910 Indianapolis Races (15 and 20 miles): Won by Edgar Hearne in a 150 hp Benz, at an average of 140 kph.

1912 Vanderbilt Cup Race (481.5 km) in the United States: Victory for Ralph de Palma in a 135 hp Mercedes 1908 Grand Prix model, average speed 108.5 kph.



Lautenschlager, Wagner and Salzer back in Untertürkheim after their victory in Dieppe in 1914

Grand Prix of the ACF near Lyon (752.6 km) : First, second and third for the 115 hp Mercedes, 1st Christian Lautenschlager, averaging 105.6 kph, 2nd Louis Wagner, 3rd Otto Salzer.

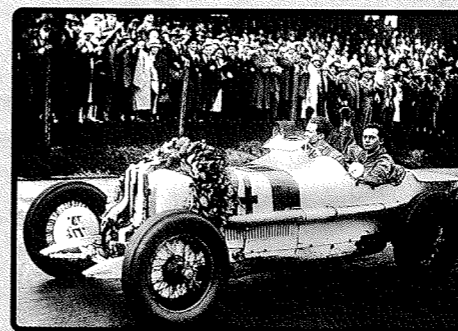
1915 Indianapolis 500-Mile Race: Victory for Ralph de Palma (with co-driver Louis Fontaine) in a 115 hp Mercedes 1914 Grand Prix model, at an average 144.5 kph.

1921 Targa Florio: 1st place in the Coppa Florio (for production models) and 2nd overall for a Mercedes 28/95 driven by Max Sailer, average speed 57.9 kph. Italian Grand Prix in Brescia (for owner-drivers): Winner Count Giulio Masetti in a Mercedes 1914 Grand Prix model, averaging 115.7 kph.

1922 Targa Florio: Won by Count Giulio Masetti at the wheel of a Mercedes 1914 Grand Prix model at an average of 63.1 kph. Coppa Florio: Winner Max Sailer in a Mercedes 28/95, averaging 59.9 kph.

1924

Targa and Coppa Florio (540 km): Victory for Christian Werner in a supercharged 2-litre 8-cylinder Mercedes at an average of 66 kph, team prize for Werner, Lautenschlager and Neubauer.



Rudolf Caracciola claims the laurels at the first Grand Prix at the Berlin Avus in 1926

1926

First German Grand Prix (for sports cars) at the Berlin Avus (392.3 km): Won by the supercharged 2-litre 8-cylinder Mercedes driven by Rudolf Caracciola, at an average speed of 135.2 kph.

1927

Opening race at the Nürburgring: Winner Rudolf Caracciola in a Mercedes-Benz S-Type, averaging 101.1 kph. German Grand Prix (for sports cars) at the Nürburgring :

1914

Vanderbilt Cup Race: 1st Ralph de Palma in a Mercedes 37/90, averaging 123.2 kph, 2nd Barney Oldfield in a 140 hp Mercedes.

Grand Prix of the ACF near Lyon (752.6 km) : First, second and third for the 115 hp Mercedes, 1st Christian Lautenschlager, averaging 105.6 kph, 2nd Louis Wagner, 3rd Otto Salzer.

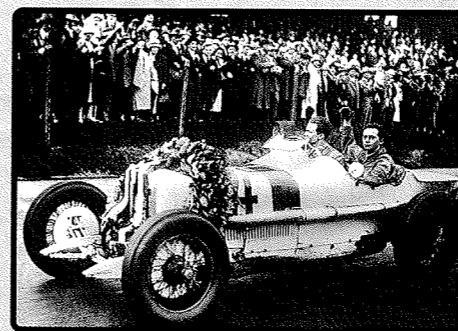
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Opening race at the Nürburgring: Winner Rudolf Caracciola in a Mercedes-Benz S-Type, averaging 101.1 kph. German Grand Prix (for sports cars) at the Nürburgring :

First three places all went to Mercedes-Benz S-Types, driven by Otto Merz (averaging 102 kph), Christian Werner and Willy Walb.

1928 German Grand Prix (for sports cars) at the Nürburgring: 1st Rudolf Caracciola/Christian Werner at an average 103.9 kph, 2nd Otto Merz, 3rd Willy Walb/Christian Werner, all driving Mercedes-Benz SS models.

1929 Grand Prix des Nations at the Nürburgring (for sports cars over 3 litres): A one-two win for the Mercedes-Benz SSK, with August Momberger/Count Max Arco-Zinneberg first and Willy Rosenstein/Adolf Rosenberger second.



In 1928 the Mercedes-Benz SS driven by Caracciola and Werner is first across the line at the Nürburgring

1930 ADAC Schauinsland Hillclimb near Freiburg: 1st place and new sports car record of 74.4 kph for Rudolf Caracciola in a Mercedes-Benz SSK. Caracciola European Sports Car Champion.

1931 Mille Miglia: Victory and new record for Rudolf Caracciola (with co-driver Wilhelm Sebastian) in a Mercedes-Benz SSKL, average speed 101.1 kph. Eifel Race: Victory for Caracciola in a Mercedes-Benz SSKL, averaging 109.6 kph.

German Grand Prix at the Nürburgring (501.8 km): Won by Caracciola in the Mercedes-Benz SSKL, averaging 108.3 kph.

Avus Race (294.4 km): Caracciola won in an SSKL, averaging 185.7 kph. Rudolf Caracciola was European Hillclimb Champion

1932 Avus Race (294.4 km): Won by Manfred von Brauchitsch in a streamlined Mercedes-Benz SSKL at an average speed of 194.4 kph. Hans Stuck became the European Hillclimb Champion in an SSKL.



Manfred von Brauchitsch celebrates his victory at the Avus circuit in Berlin in 1932



100
YEARS
Mercedes-Benz
THE STORY OF PASSION

For the centenary celebrations in Monte Carlo, Mercedes-Benz had brought along 13 very special guests - a century-spanning selection of top racing cars that made quite a splash.

Words: Clauspeter Becker/Photos: Wolfgang Wilhelm

Rain Côte Time

■ On the straight and narrow: Just keeping the 1930 SSK firmly on course proves a real handful on the wet asphalt of the Place du Casino



■ Pride of place: The 1902 Mercedes Simplex, the successor to the Nice Week winner of 1901, and the 1908 Grand Prix racing car were first out onto the streets of Monte Carlo. Meanwhile, John Surtees eased himself gently into the 1938 W 164



The fifth race was won by Lorraine Barrow. In the final competition of the week, a hillclimb from Nice to La Turbie, the first three places all went to Mercedes cars, although at the time the three-pointed star was nowhere to be seen.

Nice Week 1901 was opened with a rally-like outing from Nice to Aix en Provence, Sénas, Salon and back to Nice – 392 kilometres in all. Tuesday and Wednesday, it seems, were then given over to restoring the health and spirits of the drivers and their vehicles. On the Thursday, the organisers staged timed runs over one kilometre and one mile in Nice itself, while Friday brought the grand finale, the 15.4-km Nice-La Turbie hillclimb.

The week's races were initiated and organised by Consul Emil Jellinek. In the years leading up to 1901, this skilled and dynamic native of Leipzig had regularly exercised his considerable powers of diplomatic persuasion to acquire official permission to stage motor races on the Côte d'Azur. Jellinek's ambition, however, was not just to organise the races but to win them. To this end, in 1900 he sounded the starting gun for an impressive career as a car dealer by ordering 35 examples of a model to be built to his specifications by Daimler Motoren Gesellschaft for a total of 550,000 gold marks.

When Daimler's chief designer, Wilhelm Maybach, read those specifications, he found them short, sharp and to the point: "The new car must be light, fast and attractive," prescribed Jellinek. Maybach stuck to his instructions and a delighted Jellinek christened the new model "Mercedès" after his favourite daughter. Thus began the amazing story of the Mercedes brand, for soon all of the models built by Daimler Motoren Gesellschaft were to bear the name.

During that same week at the end of March, but one hundred years later, Mercedes-Benz staged a birthday party on the Côte d'Azur. True, the Côte no longer stages Nice Week Races but since 1911 it has been host to the Monte Carlo Rally and since 1928 home of the Monaco Grand Prix.

To help celebrate the centenary in fitting style, Mercedes-Benz had brought along some of the men and machines who helped to write motor



■ You win again: It may be an unusual setting but the CLK-LM is as eager as ever to show what it can do – in 1998 this car won every race it entered and carried off the FIA GT Championship

sport history for the brand: six drivers, most of them past champions with Mercedes, and 13 cars to document the fascinating progress of racing technology.

Perhaps 13 was not a lucky number because this time around there was no sign of "Azur" on the Côte. Thick blankets of cloud hid the sun and as the first classic engine sang out its racing challenge on the Place du Casino in Monte Carlo, the heav-

ens opened, threatening to transform what should have been a spectacle of speed into an aquatic attraction.

Undaunted by the downpour, the 99-year-old successor to the victorious car of 1901, the 1902 Mercedes Simplex, seemed to have no problems putting down the power when its 6.8-litre engine brought all its 40 hp online to propel this one-ton two-seater through the rain. But when the next driver in line, Roland Asch, brought all his DTM touring car racing experience to bear at the wheel of the mighty 1908 Benz that won the St. Petersburg-Moscow rally and finished second in the French Grand Prix, he found it a trifle temperamental. It took all the sensitivity

he could muster to prevent each touch of the accelerator applying an excess of power from the 15-litre 158 hp engine to some exceptionally wet asphalt. All thoughts of witnessing anything like the 184 kph that his leviathan can reach were soon banished.

The Head of the Mercedes-Benz Museum, Max Gerrit von Pein, must have imagined cruising past the Casino in his beloved 1930 Mercedes SSK a touch easier and a good deal drier. The howling 300 hp of its supercharged engine can convey a dramatic 690 Newton metres of torque to high-pressure tyres just five inches wide – more than enough to rob the car of all directional stability in no time. If Rudolf Caraccio-

la who won the 1931 Mille Miglia in the SSK had been here, he could have driven the Mercedes under the same conditions in which he outclassed the field to win the 1936 Monaco Grand Prix in the pouring rain.

The Grand Prix racing car with the works designation W 154 presented 1989 Le Mans winner Jochen Mass with the delicate task of conveying 483 horsepower to soaking asphalt via wet rubber. As all present could hear, a certain amount of wheelslip proved inevitable. Mass himself candidly admitted that he would have loved to make liberal use of all that power to put the car well and truly sideways, "But I couldn't be sure I wouldn't end up



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parked in the middle of the Café de Paris!" And of course as Mass well knew, that would be no way to treat a veteran victor that carried first Caracciola then Hermann Lang to the European Championship in 1938 and '39 respectively.

As a great friend of Mercedes-Benz and a connoisseur of small, high-revving engines, Sir John Surtees, who claimed no less than seven motorcycle World Championships riding the Italian MV-Agusta marque and brought Ferrari the Formula 1 title in 1964, was entrusted with the W 164 Grand Prix car. Speeding from drawing board to starting grid in just eight months between autumn 1938 and

summer 1939, the W 164 helped Lang and Caracciola record a one-two win in Tripoli. The haste was due to a sudden change in the racing formula. By reducing engine capacity from three to 1.5 litres, the organisers of the Grand Prix in Libya – then under Italian control – had hoped to favour the Alfa Romeos and Maseratis.

As the smallest engine in the 13-strong line-up was fired up outside the Casino, it rewarded the loyal crowd with an impressive cloud of blue smoke – and a strong odour of burnt oil. Unleashing the little engine's 254 horsepower, Sir John traced a snaking line across the wet asphalt and the air was filled with

acoustic nostalgia from the first of a new generation of high-revving racing engines.

Next in line was the W 196, the car with which Mercedes returned to Grand Prix racing in 1954 and which, on its very first outing, carried Juan Manuel Fangio and Karl Kling to a remarkable one-two victory at the French Grand Prix in Reims.

Initially the W 196 was fitted out with streamlined bodywork enclosing the wheels and looked more like a sports car than a classic single-seater. The open-wheel version for the twistier tracks arrived just in time for the Nürburgring race

Juan Manuel Fangio, who won the

jumps at the chance of a drive. The straight eight engine with its ingenious desmodromic valve gear and the fuel injected directly into the cylinders, powered out its peak output of 290 hp at 8,500 rpm with a characteristic crackling bark. Hans Herrmann unleashed the cacophony of sound in the lower gears without a care for his past contretemps in Monaco. For it was here, right outside the Casino, that in 1955 he smashed through a stone balustrade in the W 196 and sustained injuries that put him out of contention for the rest of the season. The only problem he encountered almost 46 years later was the pounding his eardrums took as he was driving in a cap and not a helmet.

Stirling Moss, sadly, was not on hand to drive the Mercedes 300 SLR Roadster in which he won the 1955 Mille Miglia in record time. In his place, car number 722 (it started the race in Brescia at 7:22 a.m.) was driven by Carlo Max Gerrit von Pein, Head of DaimlerChrysler Classic. Back in 1955, the 302-horsepower developed by the 3-litre version of the eight-cylinder racing engine proved enough to power the Mercedes 300 SLR to victory in the Targa Florio, the Eifel Race at the Nürburgring, the Swedish Grand Prix and the Tourist Trophy in Ireland as well. By the end of the season, Mercedes was the champion marque by a substantial margin.

As his second drive of the day, Jochen Mass got to take the wheel of the most powerful car on show, the Sauber Mercedes C 11. Back in 1990, this German-Swiss co-production racing prototype was driven not only by Mass but also by Michael Schumacher, Heinz-Harald Frentzen and Karl Wendlinger. The 5-litre V8 engine with its twin turbochargers which, in qualifying trim, was good for 925 hp, bore a strong resemblance to its series production counterpart but proved mighty enough to power the Sauber-Mercedes to the sports prototype world championship.

In rainswept Monte Carlo and with no traction control to help out, Mass had to go easy with the massive output of the twin turbo power plant, keeping 900 Nm on a very short rein.

Germany's DTM touring car series was present in Monaco in numbers –



■ We are the champions: The Sauber Mercedes C 11 won the 1990 sports car world championship. The 190 E 2.5-16 Evolution II took the 1992 DTM title. And in the West McLaren Mercedes MP4-13, Mika Häkkinen won the 1998 drivers' title in Formula 1



three to be exact: the Mercedes 190 E 2.3-16 driven by Roland Asch, runner up in the 1988 title race, was a precise replica of the original racer. Klaus Ludwig got his just deserts in the shape of a Mercedes 190 E 2.5-16, its huge rear wing marking it out as the second stage of the car's evolution. Built by AMG to the order of Mercedes-Benz, this racer lined up on the grid of the '92 series with 373 hp on call, and carried Klaus Ludwig to the DTM title.

While Klaus didn't repeat his title win last year in the new DTM series, he did get to drive the winning car in Monte Carlo, entertaining the crowd with four-wheel drifts. In return for

■ Classic crossing: At the wheel of the W 164, winner of the 1939 Tripoli Grand Prix, Sir John Surtees charmed the faithful crowd with some high-speed action in the pouring rain

1954 and 1955 World Championships with Mercedes-Benz, never actually won at Monaco in the W 196. For his part, almost 50 years ago Hans Herrmann was able to mature into a world-class driver in one of these Formula 1 Mercedes in the long, deep shadow cast by Fangio and Kling. Now, in the centenary year of the Mercedes brand, Herrmann was back in Monaco at the wheel of the car he once raced. A youthful 72, he still



■ Great to see you again: Classic cars are every photographer's dream. Andrée Jellinek posed gracefully alongside a Mercedes W 196. And Dr. Christoph Walther and his passenger savoured every moment in the SSK – until the rain came



getting close to the rated engine speed of 17,000 rpm. That typical screaming F1 roar burst upon the crowd with an abruptness that hammered against the eardrums. The heavens must have been impressed at the thunderous performance of the West McLaren Mercedes MP 4-13 because the clouds suddenly lifted and, barely half an hour after the last demonstration run, the Côte d'Azur was living up to its name, decked out in bright sunshine.

The fair weather still prevailed next morning when 'les amis' of the house of Mercedes and representatives of the press set out for a classic car rally. They were following in the faded tyre tracks of the Mercedes 220 SE in which Walter Schock and Rolf Moll drove to overall victory in the 1960 Monte Carlo Rally. The mood was as bright as the morning as the 27-strong cavalcade swept on up to Col de Castillon. Dr. Christoph Walther, who as Head of Public Relations at DaimlerChrysler had assigned himself the arduous task of driving a Mercedes SSK, was enjoying the challenge of operating an accelerator located between the clutch and brake.

As they passed through Sospel the village was resplendent under a sky dotted with high cloud. But as the caravan wound its way through the Gorges du Plaon to the first special stage of the rally, the clouds began to gather. The aim was to cover two kilometres of the "Route des Grandes Alpes" in four minutes 17 seconds at an average 28 kph. For every tenth of a second off target, contestants picked up one penalty point. Given the accuracy of those old speedometers, picking up hundreds of penalty points in one fell swoop didn't look too difficult.

Not everyone took this initial stage terribly seriously, though, for thoughts were already turning to the more substantial challenges that lay ahead. Awaiting them just beyond Moulinet was the Col de Turini, the sacred mountain of the "Monte". With its twists and turns, the Col de Turini left all the drivers who – true to style – had ventured into the Alpes Maritimes without power steering, with aching arms for days after.

The grins on the faces of the soft-top drivers were becoming increasingly frosty as altitudes increased and, as the rain set in, what began as a wind-



■ Close for comfort: When the classic car rally unexpectedly ran into a snow storm on the Col de Turini, the convertible drivers were glad to have a firm roof over their heads

in-your-hair jaunt rapidly came to resemble distinctly more heroic stuff. At 1,500 metres on the Col de Turini, with the contestants still digesting the import of a roll of thunder rumbling in from the coast, the rain turned to snow. That warm meal waiting at the summit was becoming an increasingly attractive prospect.

The view from the lunch tables was downright menacing: outside a blizzard was raging and appetites began

to suffer. A quick decision was reached to abandon dessert in favour of pushing on. The run down to Païra Cava turned into more of a walk. Christoph Walther had to restrict himself to less than 25 of the 225 hp at his disposal, although he had better reason than most to get down to sea level fast: his SSK had no roof.

Back in the traffic in Nice, the teams found their circulation returning to normal having previously enjoyed the subtle workings of classic car heaters. From Nice the route took them to the location of the traditional La Turbie hillclimb. The first few kilometres of the climb are now lined with houses, and just as the proces-

sion of cars reached the open country the weather played its final card and a thick mist rolled in from the sea.

Not to be deterred, the teams now tackled a hillclimb stage that demanded a regular 35 kph over 2.2 kilometres with a target time of three minutes 46 seconds. No mean feat with visibility down to 20 metres and only a split second's warning of where the timed distance started and ended.

When these valuable vehicles returned to the coast having suffered no damage worth mentioning, they found Monte Carlo basking in the sun, impervious to the whims of the elements that had pursued them all day. The glorious weather matched the sparkle

of the evening's events, as Professor Jürgen Hubbert hosted a gala dinner at the Hotel de Paris, commencing precisely 100 years after the festivities that marked the end of Emil Jellinek's Nice Week Races on the evening of March 29, 1901.

Emil's daughter Andrée, youngest sister of Mercédès, was not among the guests at that original dinner, but on March 29, 2001, she dined alongside Jürgen Hubbert, as did Erja Häkkinen, without her husband Mika. With only days to go before the Grand Prix in São Paulo, he was enjoying what many of the company that night had sorely missed in the mountains – the heat of the tropical sun. ■

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handing over his car, 2000 DTM Champion Bernd Schneider got to put in three 'laps' outside the Casino in the car in which Ludwig and Ricardo Zonta took the title in the FIA GT series in 1998. That season, the Mercedes CLK-LM won all ten outings – and was never as hard to drive as over the bumps and manhole covers of the Place du Casino that had the car bottoming out for all to hear.

Mika Häkkinen's World Championship car of 1998 had to suffer the same undignified treatment from this non-Grand-Prix surface, taking its revenge on the spectators' eardrums as Darren Turner opened the throttle of the 770 hp, 3-litre, 10-cylinder engine,

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If there had been a World Championship in the 1930s, Rudolf Caracciola would have won it hands down. Caracciola was a true all-rounder, winning not only the European Hillclimb title in his Mercedes-Benz, but also the Mille Miglia and many a Grand Prix.



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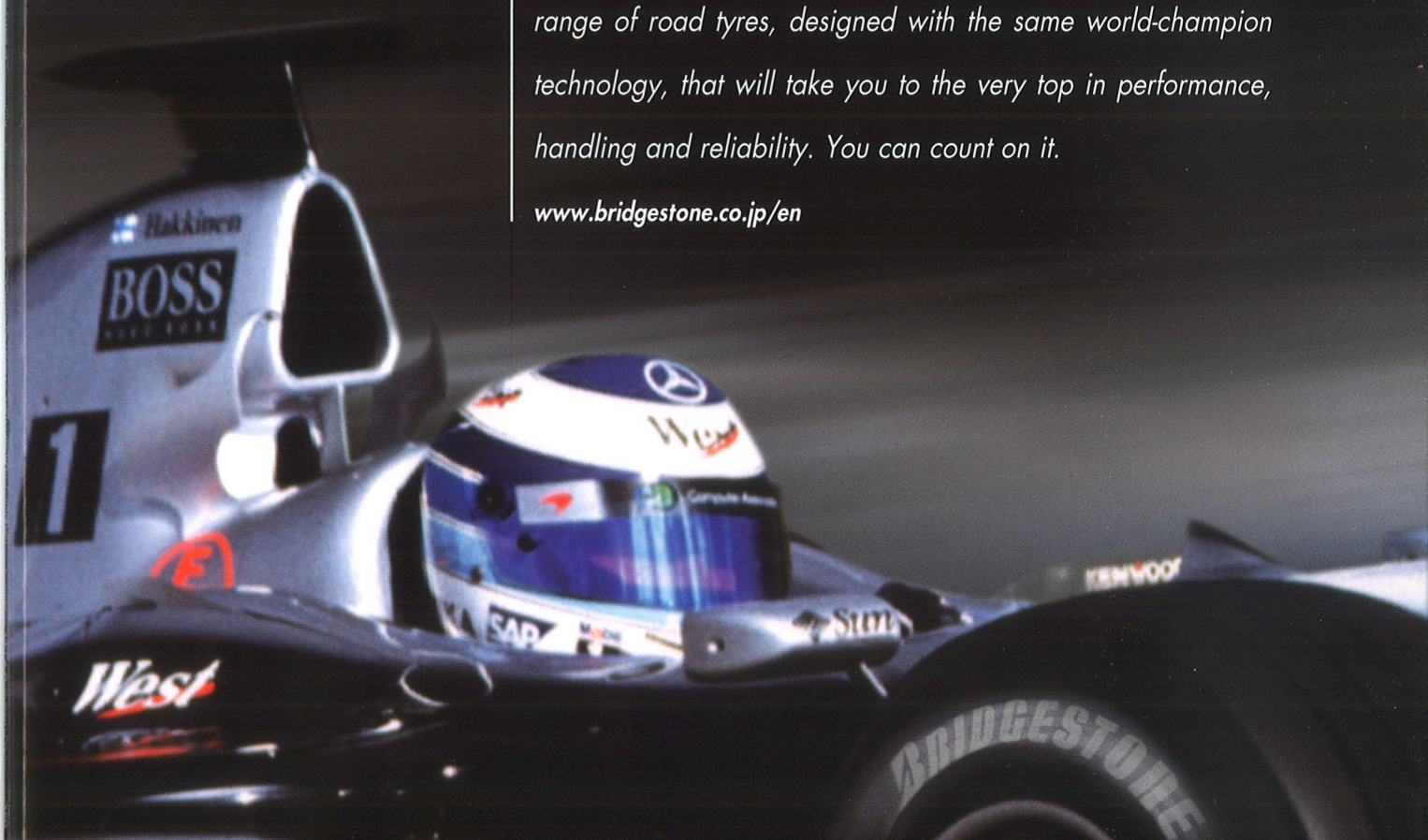
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