

MAX WELTI



Born: September 6, 1952 – Zürich, Switzerland
Nationality: Swiss
Education: Mechanical Engineering, EPUL Lausanne and ETH Zürich, Switzerland
Languages: German, English, French, Italian & Swiss dialect

- 1975 - 1985** **Racing Grand Touring Cars, F3 and Sport Prototypes (Driver)**
(Group 3, 6, F3 & C1) for Daetwiler Racing and Sauber Racing
- 1980** **Swiss Sports Prototype Champion for Wittwer Racing, Switzerland (Driver)**
- 1981 - 1982** **Building-up a Retail & Wholesale Sports Wear Business, Switzerland**
- 1983 - 1985** **Racing & Testing Sports Cars (Group C1) for Sauber Racing, Switzerland**
- 1983 - 1990** **Sauber Racing / Mercedes, Switzerland: Team Manager**
1983: - Sports Prototype World Championship
1983/84 - IMSA – International Motor Sports Association Championship, USA
1985: - 1st Le Mans 24 Hours entry with Mercedes
1986: - 1st victory in Sports Prototype World Championship with Mercedes (1000kms Nürburgring)
1987: - German Supercup Champion for Sports Prototypes with Mercedes
1988: - SAUBER becomes Mercedes' official race department
- World Sports Car (Group C) – World Vice Champion with Mercedes (constructors)
1989: - World Sports Car (Group C) – World Champion with Mercedes (constructors & drivers)
- Le Mans 24 Hours – Double Victory with Mercedes
1990: - World Sports Car (Group C) – World Champion with Mercedes (constructors & drivers)
- 1991** **Porsche AG, Germany: Formula 1 Project Manager**
- 1991 - 1995** **Porsche AG, Germany: Motorsport Director Worldwide**
1991/92: - Complete Reorganisation and Restructuring of PORSCHE Motorsport
1992: - IMSA Supercar Champion, USA
1993: - IMSA Supercar Champion, USA; 1st: Spa 24 Hours, 1st: São Paulo 1000miles
- Porsche Supercup launches as Formula 1 support event (now longest serving)
1994: - SCCA World Challenge Champion, USA; 1st: São Paulo 1000 miles
- 1st: Le Mans 24 Hours
- 1995 – 1998** **PP Sauber AG, Switzerland: Senior Vice President**
FIA Formula 1 World Championship (7th Constructors Championship)
1995/96: - Team Director Red Bull Sauber Ford
1997/98: - Team Director Red Bull Sauber Petronas
1996/98: - Member Management Committee Sauber Petronas Engineering AG
Swiss-Malay Engineering JV for racing and off-racing technical research and development.
- 1998 - 1999** **Merdeka Sports Systems Snd. Bhd., Malaysia: Chief Executive Officer**
A company to create Malaysian motorsport activities, mainly for Sepang International Circuit
Establish private business: 'MAX Motorsport Consulting'
Advisor Nürburgring GmbH, Germany for national/international new & diversified businesses
Contributor to Sepang International Circuit, Malaysia
Advisor Systems Ticketing & Access Control GmbH, Austria; for motorsport affairs Contributor to the Management Committee
Technical Integration Committee XVI Commonwealth Games, Malaysia

- 2000 - 2003** **HOPF V8STAR GmbH, Germany: Chief Executive Officer**
 Est. V8STAR - a manufacturer independent silhouette touring car series in Central Europe (Planning, realisation and acquisition of technical, sponsor, media and sporting-partners; financial planning, sporting and political strategies, acquisition of teams and drivers).
- 2001** Advisor & Commentator Bild & Auto Bild Motorsport, Axel Springer Verlag, Hamburg
- 2001 - 2003** **Eurotech Global Sports AG, Switzerland: Member Advisory Board**
 (Company to realise technical and logistical concepts and networks for big events including Olympic Games, Soccer World Cups, Commonwealth Games, etc.)
- 2004 - 2005** Contracts relating to development of two young drivers; Strategic direction of motorsport sponsorship activities for a leading German warehouse chain; Consultancy for three new race circuit projects based in Central and Eastern Europe.
- 2005 - 2006** **A1 Team Switzerland: Team Principal**
 Set-up and coordination of the first Swiss and French International Team to enter into a new single-seater racing series, A1 GP – World Cup of Motorsport: Planning, organisation and acquisition of team, drivers, personnel and sporting partners; on-event sporting strategies and implementation of business partnerships.
- 2006 - 2009** **A1 Team Switzerland: National Seat Holder & Team Principal**
 A1 TEAM SWITZERLAND became the most successful National Team entrant in the A1GP – World Cup of Motorsport between 2005-2009 by winning the **World Championship** in 2008 and being runner-up in 2006 and 2009.
- 2009 - 2013** **Restructure MAX Motorsport Consulting into M.A.Xpertise GmbH**
 Primarily focused on motorsport sponsorship projects with India and China for LMP1, GP3, GP2, Porsche Supercup and Formula 1 as well as various Drivers' Management.
- Since 2013** **Audi AG and Volkswagen AG, Germany:**
Member of Volkswagen Group Motorsport Steering Committee
 Being charged with a number of special tasks regarding all Group's Motorsport activities mainly in the region of USA/North, Middle and South America for mainly Volkswagen AG, Audi AG, Bentley Motors Ltd., Lamborghini S.p.A., Porsche AG. Responsible for the definition of Lamborghini's long term motorsport strategy and setting-up their motorsport department.
- 1990**
2008
2010
- Recognition:**
 BP Racing Trophy: For extraordinary achievements in motorsport with Sauber-Mercedes
 Swiss Autosport Award: For extraordinary achievements with A1 Team Switzerland
 Inducted into the 'Wall of Fame' for lifelong services rendered Swiss motor sport achievement
- Interests:**
 Skiing, Music, Mountain Biking, Clay Pigeon Shooting.