

voestalpine and Projekt Spielberg present the “voestalpine wing”—the gate to the Red Bull Ring

With the naming of the “voestalpine wing,” the emblematic hallmark of the Styrian Red Bull Ring, which is currently under construction, the technology and capital goods Group voestalpine and Projekt Spielberg have cemented their close collaboration that spans a number of years. To mark the return of the Formula 1 to Austria, a state-of-the-art Welcome Center is being created at the Red Bull Ring; it is shaped like a racing car spoiler, creating a bridge between the emotion behind racing and the fascination for technology and innovation. The building complex, the construction of which used some 900 tons of steel, will define the start/finish straight. Both partners also want to highlight their firm commitment to Styria and its strengths and capabilities.

With the Red Bull Ring, a new architectural highlight, a strong collaboration is being developed between Projekt Spielberg and voestalpine. As an Austrian global player, voestalpine identifies unequivocally with Projekt Spielberg as an international stage for excellence in both sports and technology. “It is a key objective for voestalpine to provide Styria with long-term future prospects—not only in our traditional core areas,” says Wolfgang Eder, Chairman of the Management Board and CEO of the voestalpine Group. The “voestalpine wing”, the construction of which used some 900 tons of steel, will be completed shortly before the Austrian Grand Prix, when it will be inaugurated as a media center and will provide space for 500 media representatives.

As a partner in automotive engineering, who is in demand worldwide, voestalpine supplies high-quality products that are not only used in state-of-the-art series-produced vehicles, but also in international racing cars. “The future-oriented mobility market generates 44 percent of the Group's revenue. We will continue to grow this sector and expand our market and technology leadership in producing the most sophisticated products and components,” Eder explains. “The international appeal of the Austrian Grand Prix extends far beyond Europe and reaches not only our customers and partners, but also our 47,000 employees worldwide.”

As a technology group, voestalpine has always combined tradition with innovation. More than 90 meters long and modeled after a racing car spoiler, the “voestalpine wing”—the architectural signature of the Red Bull Ring—symbolizes innovative strength, dynamic momentum, and a clear focus on the future. Situated directly at the start/finish straight, the “voestalpine wing” will be the infrastructural core of Projekt Spielberg. It will include an event center for up to 500 persons, VIP lounges as well as the Welcome Center. The building will be used year round for events, such as product presentations and professional international conferences, but also for employee events organized by the voestalpine Group.

For voestalpine, the mobility segment, alongside the automotive, commercial vehicle, railway infrastructure, and aerospace segments, has the highest priority. As the most demanding and sophisticated test bed in the automotive sector, racing is a significant driver of innovation. Pushing physical limits combined with materials and components that require top quality and an outstanding ability to withstand stress presents a challenge that the voestalpine Group is facing successfully: in racing, it is not currently working in the body or structural component segment, however, it is active

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in the engine and transmission segments, which are exposed to extreme stress and where the main required features are strength, toughness, and resistance to high temperatures. It is in these segments, where components made of the most innovative steel grades are being used. They stand out due to the steel's excellent mechanical properties and the highest possible degree of purity. voestalpine supplies materials for cog wheels, ball bearings, and drive shafts for the most prominent motor sports series worldwide, particularly Formula 1. As is the case for series-produced cars, priority issues in racing are lightweight construction that goes hand-in-hand with a reduction in weight and fuel consumption, as well as the combination of different materials to form hybrid components. These are sectors where voestalpine is making a significant contribution to future mobility by developing the necessary materials and processes.

The voestalpine Group

The voestalpine Group is a steel-based technology and capital goods group that operates worldwide. With around 500 Group companies and locations in more than 50 countries and on all five continents, the Group has been listed on the Vienna Stock Exchange since 1995. With its top-quality products, the Group is one of the leading partners to the automotive and consumer goods industries in Europe and to the oil and gas industries worldwide. The voestalpine Group is also the world market leader in turnout technology, special rails, tool steel, and special sections. In the business year 2012/13, the voestalpine Group reported revenue of EUR 11.5 billion and an operating result (EBITDA) of EUR 1.45 billion; it had around 46,400 employees worldwide.

About Projekt Spielberg

A legendary race track. A landscape of unmatched beauty. And a host of recreational activities whose diversity is difficult to beat. The potential of the Murtal region as a destination for recreation and vacationing has always been unique. "Projekt Spielberg" has created the prerequisites necessary to fully capitalize on the possibilities that the region offers. The construction of the Red Bull Ring has not only created one of the most modern race tracks worldwide, but the "Spielberg – NOMEN EST OMEN" brand.

Motor sports: 2014 will be an eventful year for racing fans. A hot racing season is about to begin with the ADAC GT Masters (June 6–8), the "Formula 1 Grosser Preis von Österreich 2014" (June 19–22), the Truck Race Trophy (July 4–6), the European Le Mans Series (July 19–20), and the DTM (August 1–3). Fans of three-digit horsepower engines will all be streaming to the Red Bull Ring, but not just to share the thrills, but to put the pedal to the metal themselves. An El Dorado for motor sports fans has been created here. The Red Bull Ring, the experiential driving experience of Projekt Spielberg, provides plenty of driving fun with an off-road car and bike track, a go-kart track, and the Driving Center.

Spielberg doesn't just offer motor sports in a class all its own, but also plenty of pleasures and high-end recreation. A diverse range of special hotels and culinary pleasures awaits the visitor—from the Hotel Steirerschlossl, a luxury hotel with a highly-rated gourmet restaurant and guest house to the G'Schlössl Murtal, a charming hotel decorated in a luxurious country-house style, to the Hofwirt in Seckau, situated in a Baroque building that is protected as a historic monument, and the Landhotel Schönberghof and Gästehaus Enzinger with its spectacular view of the Spielberg motor sports park.

Additional information about Projekt Spielberg is available at www.projekt-spielberg.at.

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