

# Our Principles



## ***We act according to the following principles:***

The running of a race track, the promotion of motoring and the development of tourism in an entire region have from the very beginning been included as corporate mission in the statutes of the Nürburgring GmbH. To continue to fulfil this task we are in a constant process of development, creating new offers and providing services for our customers. The Nürburgring brand is unique in the world. Our values – tradition and modernity, adventure and relaxation – on the Nordschleife (Northern Loop), on the Grand Prix track and within the group appeal to a wide range of target groups. 365 days a year we offer a diversified programme of events and out-of-the-ordinary experiences true to our motto: **Nürburgring – A Full Programme.**

### ■ ***We give top priority to safety.***

For us, safety is of the utmost importance – on the race tracks, in the buildings and in the outside areas. We operate the safest facility of its kind in the world – for spectators, tenants, drivers and staff.

### ■ ***We are customer-orientated.***

Excellent relations with our customers are important to us – be they external, or internal within the group. We treat our customers the way we ourselves would like to be treated – courteously, friendly, professionally.

### ■ ***We deal fairly with each other.***

Acting fairly towards one another includes co-operation, trust and an exchange of information. We are successful as a team because each member makes their own contribution. Part of this is the willingness to delegate responsibility and competence.

### ■ ***We stand for quality.***

Our aim is to be the most dynamic company in the industry and actively contribute to new products, developments and ideas. We are a premium brand with unique offers. In return, we expect an appropriate price from our customers.

### ■ ***We take responsibility for the environment.***

We organize our business in such a way that motor racing and events are in harmony to the greatest possible extent with the environment and the local population. We are the only racetrack in the world to work to a regularly certified environment management system and we declare our responsibility towards the common good.

### ■ ***We rise to the challenge of competition.***

We have competitors in Germany, in Europe and worldwide, who in part offer similar services to us. But none of them offers the variety than we do. Nevertheless, we do not have a monopoly and we do not rest on our laurels. We are in a constant process of development so that our customers will always see in us their number one choice.

### ■ ***We want economic success.***

Economic success is for us the only way to safeguard companies, jobs and prosperity in the region, and motor racing and events at the Nürburgring. A leisure and business centre which is open all year round adds to the value added chain for all concerned.