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DTM – Stars and Stories from the Red Bull Ring

Spielberg. The start of the DTM season at the Red Bull Ring in Styria was not only a motorsport festival for 51,000 fans – the event also attracted prominent guests from the worlds of sport and entertainment. Skiing legend Marce Hirscher and Rally Dakar winner Matthias Walkner were on hand to promote the Wings for Life World Run. Matthias Steiner, Olympic weightlifting champion, sent the drivers into the opening race of the season, while model Betty Taube rediscovered her passion for motorsport.

World champions Hirscher and Walkner promote global charity run

Austrian skiing legend Marcel Hirscher took the opportunity to watch the DTM opener at the Red Bull Ring at the weekend. As a Wings for Life ambassador, the multiple world and Olympic champion, together with Paris-Dakar winner Matthias Walkner, used the DTM platform to raise awareness of the 2026 Wings for Life World Run. "We are running for all those who cannot. It is not about being first or second. It is a joint effort to support spinal cord research," said Hirscher, who gave the DTM stars their order to get up and running with the "Drivers, start your engines" sign. Walkner presented the trophy to the third-placed driver in Sunday's race. The 2026 Wings for Life World Run starts on 10th May and is the biggest running event in the world. The DTM is taking part with "Team DTM", captained by BMW M works driver Kelvin van der Linde.

Betty Taube: Happiness at the DTM

Model Betty Taube was in her element at the Red Bull Ring. The influencer is not only a qualified aerobatic pilot, but also possesses a racing licence. And the DTM at the Formula 1 circuit really impressed her. "There is a real racetrack feeling here, and I love that," she said. "It is a long time since I sat in a race car, so I had a genuine feeling of happiness after the ride in the Schaeffler Innovation Taxi. Motor racing is definitely my sport."

Weightlifter Steiner sends the DTM drivers into the opening race

Matthias Steiner, Olympic gold medallist and world and European champion in the sport of weightlifting, was a guest at the DTM for the first time this weekend. "There are many different manufacturers, and you are really close to the drivers - it is great fun." Steiner was also impressed by his ride in the Schaeffler Innovation Taxi, an Audi R8 LMS GT2. "A great experience! Markus Winkelhock is a super driver, I felt safe from the word go," he said. The Austrian can imagine working in the DTM, but not as a driver - "I am 50 kilograms too heavy for that" - rather as a member of the tyre crew.

"Everything has to come together perfectly in a matter of seconds during a tyre change. I love that kind of pressure," said Steiner, who sent the field into Saturday's first DTM race of the season with the "Drivers, start your engines" sign.

Claudia Pechstein has her fingers crossed for Marco Wittmann

Five time gold medallist Claudia Pechstein knows the DTM from last year, and drew parallels with her own sport during her visit to the Red Bull Ring. "What I find fascinating about the DTM is simply the speed. That is something that motorsport and speed skating have in common. When you are in the Race Taxi, you ask yourself before every corner when the driver is finally going to brake. It is incredibly good fun! I had my fingers crossed for Marco Wittmann in both races," said Pechstein, who was in Spielberg as a guest of DTM innovation partner Schaeffler.

Round the Alpine rollercoaster with the Track Safari

Fans got to know the Formula 1 circuit at first hand on the Friday of the DTM opener in Styria: two buses full of spectators headed out on the Track Safari in the afternoon, and were repeatedly overtaken by DTM cars as they travelled around the undulating circuit in the Alps. Austrian Daniel Drexel, who drives a Porsche 718 Cayman GT4 RS CS in ADAC GT4 Germany, explained the features of his home track to the participants, and had a lot of fun at the same time. "The Track Safari is also something rather special for me as a driver. It is great to be able to tell the fans some fascinating information about the racetrack. Plus, the raised position in the bus gives you a whole new perspective."

Premiere: Thomas Preining is the first "Driver of the Day"

On Saturday, during the opening DTM race at the Red Bull Ring, fans voted for the "Driver of the Day" powered by PME Legend for the first time in the history of the series. Spectators all over the world could nominate their favourites during the first two races of the season. The clear winner in race one was Thomas Preining, who received 38 percent of the votes. Sunday's vote went the way of Marco Wittmann. Fans can also vote for their "Driver of the Day" powered by PME Legend during the remaining 14 races via the [DTM app](#), at [dtm.com](#), and by QR code.

BWT launches "Driving Change" campaign

The DTM weekend at the Red Bull Ring marked the start of the "Driving Change" campaign, with which BWT and the ADAC will be taking a stance for sustainable progress in motorsport at all eight of the season's events. Appropriately for the location in Spielberg, fans were able to experience what it means to be "Made in Austria". All the teams received about 60 BWT water dispensers for the new season. In addition, five public water stations are available for the fans. This way, it is possible to significantly reduce

the use of single-use bottles and transport-related CO₂ emissions. The initiative also has a distinctive look: BWT pink stands for a clear stance and the vision to "Change the World – sip by sip", and is complemented by the typical DTM yellow.

A hoodie for ADAC Motorsport Director Thomas Voss

Youth development with ADAC support: the Talent Pool drivers from the Porsche Sixt Carrera Cup Deutschland symbolically presented ADAC Motorsport Director Thomas Voss with a hoodie with his name on it at the Red Bull Ring. Eight selected drivers from the DTM partner series receive special support from Porsche: former works driver Wolf Henzler looks after all the driving activities for the talented youngsters, who also receive media training, sessions with a mental coach, and financial support. The ADAC accompanies the Talent Pool as a partner.

Fans celebrate their local heroes

Linz's Thomas Preining and Lucas Auer from Tyrol were besieged by fans after their one-two in the Saturday race at the Red Bull Ring. The local favourites enjoyed getting close to the many visitors during the Pit Walk, during which they patiently signed autographs and posed for selfies. "I was thrilled that the DTM opener took place in front of so many fans in my home country. For me, this was the perfect place to start the new season," said Auer.

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