

Niki Lauda

Quotes

Racing, Race, Want, People, Details, Air, Europe, Black And White, Winning, Cost, Reality, Motivation, Airplane, Grey, Running, Years, Long, Vienna, Stupid, Alliances

Happiness is an enemy. It weakens you. Suddenly, you have something to lose.

~Niki Lauda

A lot of people criticize Formula 1 as an unnecessary risk. But what would life be like if we only did what is necessary?

~Niki Lauda

I've been through a lot and I realise the future can't be controlled. I'm not worried. You can always learn to overcome difficulties.

~Niki Lauda

Really, you should always discuss the defeats because you can learn much more from failure than from success.

~Niki Lauda

Don't talk too much, be focused on the goal and achieve it.

~Niki Lauda

You appreciate that it is very easy to die and you have to arrange your life to cope with that reality.

~Niki Lauda

From success, you learn absolutely nothing. From failure and setbacks conclusions can be drawn. That goes for your private life as well as your career.

~Niki Lauda

A race isn't won until it's over.

~Niki Lauda

Vienna is the gate to Eastern Europe.

~Niki Lauda

To make a decision you need to be in a perfect environment: you have to be motivated and surrounded by the right people.

~Niki Lauda

Giving up is something a Lauda doesn't do.

~Niki Lauda

Jean Todt's system will never succeed, not even with Michael Schumacher.

~Niki Lauda

The less you talk, the more time you have for the essential things.

~Niki Lauda

I employ 20 people in Vienna. The other 130 coworkers are pilots and flight companions. The Overhead is limited with me. Reduces naturally the costs of my fliers.

~Niki Lauda

Airlines go in the long run at the competition to reason. For the passenger the competition is good, because each competitor tries to undercut the other one.

~Niki Lauda

I maintain that the maxim is still to be faster than the others.

~Niki Lauda

Taking your first title is much more complicated and more difficult; it takes years of work - from go-kart to Formula One. The second comes more easily, because you've already got the experience.

~Niki Lauda

Whenever there is discussion, I make it clear that I do not want any grey zones, just black and white.

~Niki Lauda

Whenever I see something that challenges me, I take it on.

~Niki Lauda

Business is much less transparent than a win in a Grand Prix; in a race you drive over the finishing line first and you have won. In business it is different.

~Niki Lauda

I see myself as the mind of the business which takes care of every last detail; if you do not do this you cannot be fast enough.

~Niki Lauda

To be honest, it is boring to talk about winning.

~Niki Lauda

I always go extreme ways.

~Niki Lauda

You must always be faster and better than the others.

~Niki Lauda

This aircraft tops everything. All the others look old as compared to this one.

~Niki Lauda

Running an airline is a normal job. Racing is more.

~Niki Lauda

If you are a straightforward racing driver you should always see your limits. You have to be objective and not come up with any bullshit.

~Niki Lauda

When you have something in black and white, you can deal with it quicker.

~Niki Lauda

You must always aim for further growth.

~Niki Lauda

In Germany air became generally accepted Berlin in this area. It operated with 45 airplanes within the Low Cost range from Germany, and is one the most successful carriers in Europe.

~Niki Lauda

The crucial point is always the own cost structure. Therefore I created a Low Cost alliance with air Berlin.

~Niki Lauda

The air travel industry moves into a new phase every five to six years.

~Niki Lauda

When you have the chance to fight for victory or a podium finish, you have the motivation to push that extra bit out of yourself.

~Niki Lauda

I am someone who places great value on the detail. That was always the case, even in my days as a racing driver.

~Niki Lauda

The alliance with air Berlin is attractive for me. I can use the whole sales network of the air Berlin and 24 percent of my own airline at air Berlin sold.

~Niki Lauda

I see myself as a classic middle market entrepreneur, and this is the role I fulfil.

~Niki Lauda

I always want to know whether the customers are satisfied; customer satisfaction is, after all, my ultimate goal!

~Niki Lauda

Grey zones do not interest me at all.

~Niki Lauda

When things change a lot, some guys handle the change better than others, but that doesn't mean the guys that take longer to get the hang of things are suddenly slow drivers!

~Niki Lauda

I want to bring passengers on my airplanes to present to them my product.

~Niki Lauda

My experience enables me to select the very best pilots in the market.

~Niki Lauda

Ultimately, an aircraft owner does not want to have to deal with all the intricate details which are necessary for the business.

~Niki Lauda

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