

AUTOMOTIVE

Automakers pay tribute to racer Sabine Schmitz

March 17, 2021



Sabine Schmitz's was the only woman to ever win the 24 Hours Nrburgring race. Image courtesy of Aston Martin Cognizant Formula One Team

By LUXURY DAILY NEWS SERVICE

Several luxury automakers have released social media statements regarding the passing of German racer Sabine Schmitz.

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Ms. Schmitz was a Formula 1 racing driver and host of "Top Gear" passed away on March 16 at the age of 51. A renowned figure in the racing world, brands including Porsche, Aston Martin, and BMW have released statements commending her career and impact on the racing world.

"Sabine Schmitz was an inspiration to many, she was fast, funny, and quite simply, an amazing woman," the Aston Martin Cognizant F1 team tweeted. "The 'Queen of the Nrburgring', taken far too soon."

A force on and off the track

Ms. Schmitz's legacy touched countless individuals who looked to her as a pioneer for women in racing. She was the only woman to ever win the 24 Hours Nrburgring race.

Ms. Schmitz won in CHC and VLN race events, the VLN endurance racing championship in 1998, and won the 24 Hours Nrburgring in 1996 and 1997, gifting her "The Queen of Nrburgring" nickname. She participated in all of these races driving a BMW M3.

In 2011, Ms. Schmitz retired from driving the "ring taxi" and she became a "Top Gear" presenter in 2015. After her death from cancer, the racing teams and performance brands from the world's top automakers marked her death on social media.

With great sadness we have received the news that Sabine Schmitz has passed away.

She will always be remembered within the BMW family as a great person, a Nrburgring legend, a pioneer for female race drivers and a 24h-race winner with BMW.

Our thoughts are with her family. pic.twitter.com/FWLbb3M8Ty

BMW Motorsport (@BMWMotorsport) [March 17, 2021](#)

BMW tweeted a statement of reverence and remembrance for Ms. Schmitz, sending good wishes to her loved ones and observing her as a part of the brand's family. Porsche also tweeted a statement of support.

Sabine Schmitz was a pioneer whose legacy lives on. She will forever be a part of Porsche. Our hearts go out to all who were lucky enough to know her. <https://t.co/wF01Y9I57c>

— Porsche (@Porsche) [March 17, 2021](#)

"We are all deeply saddened to hear that Sabine Schmitz has passed away," Formula 1 said in a statement. "An incredible talent and wonderful person who made us all smile. Our thoughts are with her family and friends at this sad time."

Ms. Schmitz's passing is another loss for fans and brands who have admired her work and collaborations.

Social media is a common way for brands to address tragedies, including deaths of company leaders or ambassadors.

LVMH-owned Swiss watch brand Hublot put out a statement on Twitter mourning the 2020 passing of basketball legend Kobe Bryant. Mr. Bryant, a Hublot brand ambassador and former member of the Los Angeles Lakers basketball team, died with his 13-year-old daughter Gianna and seven others in a helicopter crash ([see story](#)).

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