

Dr. Herbert Demel (AT)
President and Chief
Executive Officer
Magna Steyr AG
Oberwaltersdorf

Born in 1953. Herbert Demel studied at Vienna Technical University. After graduation, he worked as a scientific and engineering assistant at the Institute for Internal Combustion Engines and Automotive Engineering, where he received a doctorate in 1981.

Herbert Demel joined Robert Bosch GmbH in Stuttgart in 1984 as Co-ordinator for Anti-Lock-Braking-System (ABS) Applications. One year later, he was accountable for ABS and ASR applications. In 1989, Herbert Demel became responsible for gearbox control units as well.

His career with Audi AG in Ingolstadt began in 1990, when Herbert Demel started as a Senior Manager responsible for the power train development. In 1993, he was appointed Member of the Board in charge of research and development. One year later, he was named Speaker of the Management Board and Chief Executive Officer with additional responsibility for sales and marketing. From 1995 until 1997, Herbert Demel was Chairman of the Management Board of Audi AG. In 1997, he became President of Volkswagen do Brasil.

Since November 2002, Herbert Demel has been President and Chief Executive Officer of Magna Steyr AG in Oberwaltersdorf.

