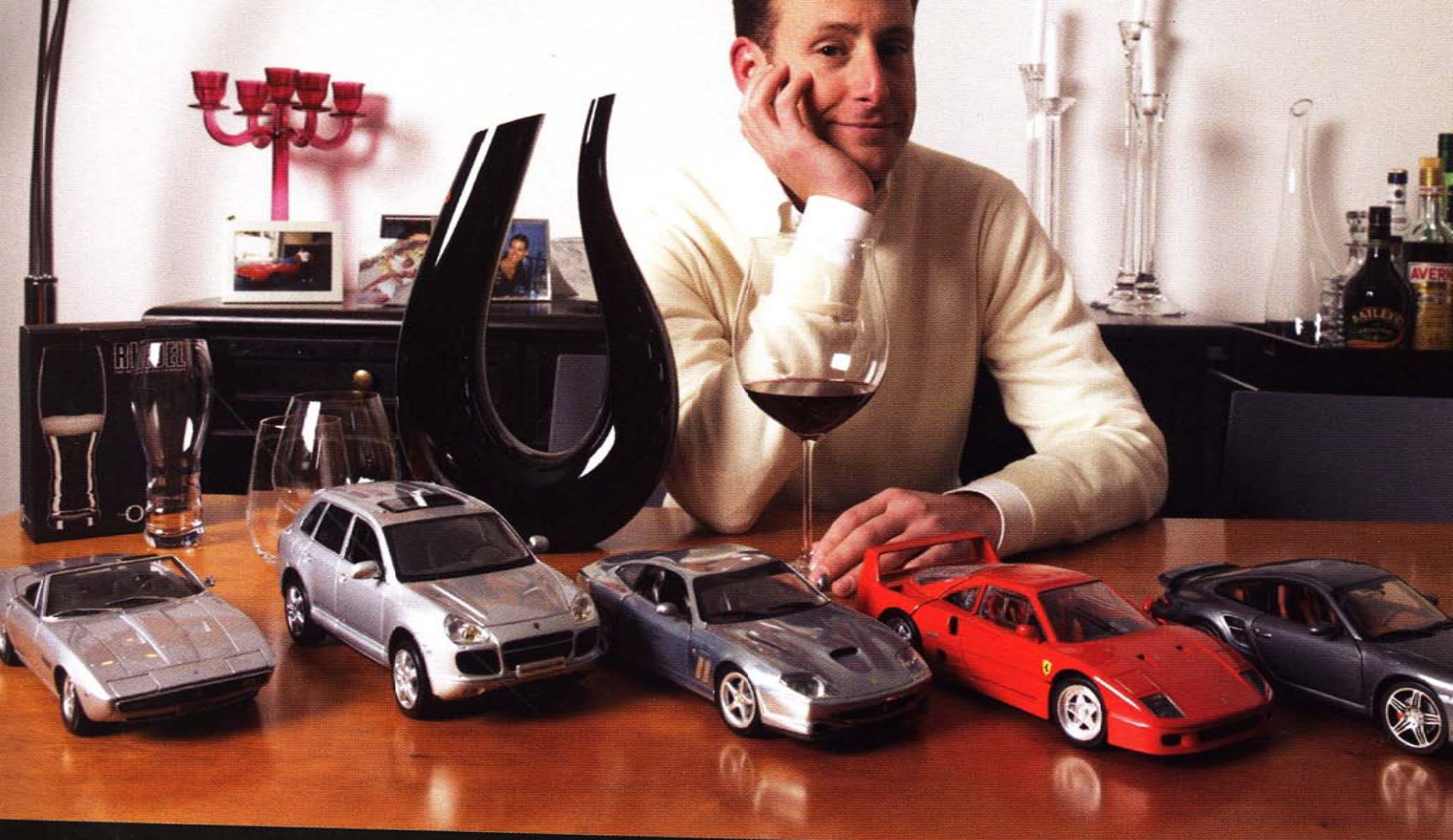


Oh-so Fine and Fast

For Riedel crystal CEO Maximilian Riedel, cars are like fine wine.

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Maximilian Riedel loves his toys. Carefully arranged on his kitchen table are replicas of exotic automobiles. They're black and red, which are Maximilian's favorite colors. They're also his family's company colors. That would be Riedel, the fine Bohemian wineglass and decanter manufacturer, based in Austria.

When it comes to his real cars, not surprisingly, he prefers black, too—that would be black and heart-racing, turbo-charged Porsches, Mercedes-Benzes, and Ferraris.

"My glasses only shine with a black background and it is the same with my cars," he says, rolling a toy tire with the edge of his thumb. "Our glasses need to work as well as our cars. The form and function are key."

Wine experts say, when it comes to wineglasses, Riedel is the premier manufacturer. Their tradition of fine crystal wineglasses dates back 300 years to the Riedel family's roots in Bohemia. Today, that tradition is combined with design innovation—and Maximilian himself is one of the company's highly regarded designers, as evidenced by his award-winning O-shaped glass design.

Maximilian is young for a CEO—he's just shy of 30. And he is unapologetically playful in his tastes. His toy cars are replicas of his current stellar collection—a 1998 Ferrari Maranello 550, a 1989 Ferrari F40, a 1969 Maserati Ghibli, a 2007 Porsche 911 Turbo, and a 2005 Porsche Cayenne Turbo. "Wine, food, and beautiful cars go together. People who love wine are educated; sometimes education leads to the wealth required to own beautiful cars," he says.

The 911 and the Cayenne are kept at his home in the New Jersey tristate area, where he relocated a few years ago. A third car has just arrived from Manhattan Motors—a brand-new Mercedes S65 AMG. "You have to know about cars to understand what kind of upgrade this is," he exclaims. "The torque is out of this world. It's the best car I've ever owned and driven."



shifters. "It is made up of part wood and part leather. The paddles are mounted on the back of the wheel, so it's not like a Ferrari," he explains.

The S65 is loaded with impressive standard features. "The funny thing about this car is that it comes with everything. The only additional option is some wood on the seats." He opted for the lounge-like seats and exterior badging, but nixed the minibar in order to keep the fifth seat open for additional passengers.

Growing up in Kufstein, Austria, Maximilian collected Matchbox and model cars. In Kufstein, he fell in love with Formula One and the exotic cars in his uncle's massive collection. His uncle continues to be a major collector with 30 cars in his stable, including one of the first Enzos ever sold and a Bugatti Veyron. It was he who sent Maximilian and his cousin to a performance-driving school, sealing Maximilian's adoration of motor-sports culture. Maximilian is giving it a go at the track for the ultra-exclusive Ferrari Challenge in Montreal, Canada, this fall, where he will drive F430s.

Located along the Inn River that flows into the Danube, Kufstein is also the base for the Riedel company headquarters and the place where the Riedel family keeps the rest of their cars—an Audi S8 Quattro, a Volkswagen Touareg, and an Audi Q7 among them—spread across three adjacent homes. They also have a vintage Land Rover Defender. Here, the woods and the racetracks were part of Maximilian's childhood playground. When in Austria, his daily driver is one of the family Audis.

Though he loves exotics, his first car was actually a hand-me-down from his sister—a mean, green 1996 Mazda Miata, chip-tuned to compete with the Porsches on the autobahn. After the car was totaled, he bought an Audi Quattro diesel station wagon. "It was such a pimp car. I loved it," he says of the wagon. "It was white on white."

But an accident ended the street life of the wagon. "The car flipped two times, it landed on its wheels, and I drove it to the dealership," he says.

After Maximilian joined the family company at age 18, his business acumen became obvious and he gradually emerged as a lead designer in the company. With his heightened sta-



2007 Porsche 911 Turbo



...us in the family business, he indulged in the thrill of a 911 Porsche he bought at a Christie's auction, where he has purchased many of his prized rides. "For me, the fastest car is the 911 with the turbo boost," he says.

As a designer he admires 1960s creations, favoring the lush romanticism of Pininfarina's designs, crafted in Turin, Italy, for Ferrari. "I like the romance of the Italian design over the Germans," he admits.

His cars are not just for show; he puts them to the test. He recalls a Jeep CJ-5 he once owned. "It had these gigantic treads. I drove it in the sand dunes in the Hamptons."

He's liable to jump on his 1982 Vespa 50 Special Scooter. But what Maximilian like best is a long drive, favoring the Amalfi Coast.

This summer, he's scheduled his version of the ultimate romantic road trip with his girlfriend: He's shipping his Porsche 911 to Germany. "It will be a romantic trip but a fast one. My girlfriend, she likes speed," he says. "I will drive up to 10,000 kilometers. I'm going to start in Austria then go across Germany, Switzerland, and France and back through Italy." He's anxious to get the Porsche on the open road. "I'll have my own turbo and I can finally open it."

He'll also check in on his Ferrari F40 that's being rebuilt in Italy, and the F-1 race in Monte Carlo.

It's a good plan for a man who turns 30 this year, as he balances a jet-set lifestyle with his passion for cars. How will he celebrate his September birthday? Naturally, doing what he loves best: He plans to rent a racetrack, near the Budapest F-1 racetrack, and drive several antique Ferraris. Cheers.

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