



Media Information
19 March 2009

New leadership at the helm for BMW Group DesignworksUSA Singapore Studio.

Global design consultancy expands its capabilities after three years of continuous growth.

Singapore. BMW Group DesignworksUSA Singapore Studio, the Asian division of the California-based strategic design consultancy and BMW Group subsidiary, has appointed a new studio director. Magnus Aspegren will take over at the helm of the design consultancy from Niko von Saurma from 1 April 2009.

“Within three years, Niko von Saurma has set an excellent foundation for the Singapore studio to build upon. His contribution to the studio’s success is clearly evident through the stellar work that the team has produced so far” said Verena Kloos, President of BMW Group DesignworksUSA.

Niko is returning to Germany to drive the future growth of the Munich Studio, while Magnus will take over the reins at the Singapore studio.

Magnus joined DesignworksUSA in 2005 as creative director in the transportation design team where he led a number of successful projects particularly in business jet interior design. Prior to DesignworksUSA, Magnus had extensive design experience in commercial aviation, architecture and material development.

Magnus’ new leadership will continue to strengthen the Singapore team’s existing competencies and expand its design specialties to meet the demand in potential growth areas such as aviation, healthcare and sustainability design.

The studio’s capability development is also best demonstrated by its rapid team growth since establishing in Singapore in 2006. From a one man operation, it is now a team of ten international talents trained in product, automotive, and aviation design as well as business, providing clients with creative solutions to business challenges.

“With a healthy year-on-year first quarter growth, a promising project pipeline from existing clients and new partner companies planning development activities, I look forward to building DesignworksUSA’s success in Asia,” Magnus said.

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In the short span of three years, the Singapore team has provided successful solutions for numerous prominent brands.

By providing design development as part of a global aligned strategy for HP, DesignworksUSA ensured its role as a global design consultancy. Through the development of an exterior identity and interior design for BJETS' fleet of executive jets, and headphone development for Sennheiser Electronics, DesignworksUSA provided comprehensive design services as a regional partner for Asian-based companies; with the development of sports lifestyle products for PUMA and strategic as well as automotive development for the BMW Group, DesignworksUSA provided unique insights into the Asian market.

Its recent work for BMW was a large scale project to provide the Asian perspective on the next aesthetic influencers on the BMW Group portfolio. An international design team created two full size cars that were built in Singapore and shipped to Munich for review by the senior BMW design team.

Commenting on the project, BMW Group Chief of Design, Adrian Van Hooydonk said, "This exemplified the importance of the Singapore studio as creative hub and listening post to consumer trends and market dynamics in Asia."

With DesignworksUSA's growing presence in Singapore and its pool of international designers, among who are talented Singaporeans, it provides the insights into Asia for the global team. The design consultancy also seeks to further build up its team and continues its contribution to the development of local design capabilities through advisory roles at Singapore design institutes and national projects such as the Singapore National Day Parade 2008.

BMW Group DesignworksUSA

BMW Group DesignworksUSA is a global design consultancy and subsidiary of the BMW Group. The company, which was acquired by the BMW Group in 1995, now operates globally from its locations in Europe, America and Asia. Clients turn to DesignworksUSA for brand communications, strategy, research, design development, engineering, modeling, and color, materials, and finish. Unique to DesignworksUSA, they have both an automotive and industrial design studio, enabling the transfer of collective knowledge and inspiration from automotive design to product design and vice versa. The studio represents a guiding force for the BMW Group brand design studios (BMW, MINI and Rolls-Royce Motor Cars) and simultaneously operates as an innovation driver for the most diverse industries from IT to medical, lifestyle or

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aviation. Since 2004, Verena C. Kloos has overseen the strategy and operations for the Munich, Los Angeles and Singapore design studios. The designs consistently express the individual identity of a brand, so each product devised by BMW Group DesignworksUSA gains its specific uniqueness. Thanks to this approach the design studio stands out significantly from its competitors, convincing big brand names – from Microsoft and HP, Starbucks, Embraer, Advanced Medical Optics and Bavaria Yachts to Boeing Business Jets.

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