

# BMW Group

## Corporate and Governmental Affairs

Media Information  
19 April 2011

### **BMW Group DesignworksUSA opens new Studio in Shanghai.** **“Creative Consultancy strengthens global competence” / China largest present growth market for the BMW Group.**

**Los Angeles/Munich/Shanghai.** To further take advantage of its understanding of Asia’s growing influence on design, BMW Group’s subsidiary DesignworksUSA, the California-based strategic design consultancy with studios in Los Angeles, Munich, and Singapore, will open a new studio in Shanghai in the second half of 2011. Since 2006, DesignworksUSA is successfully operating a design studio in Singapore providing full-service design solutions to its clients across Asia and globally.

DesignworksUSA acts as an inspirational think tank for the three BMW Group brands BMW, MINI and Rolls-Royce Motor Cars and as an innovation driver for renowned clients from the most diverse industries. From initial concept to realization, the DesignworksUSA team of creative talents uses cross-fertilization to compose a unique expression for successful products of tomorrow and beyond. Noteworthy projects demonstrating DesignworksUSA’s breadth and expertise include: Siemens Inspiro Metro, Embraer Legacy Jet, NeilPryde Bikes, Sennheiser Earphones, Intermarine 55 Yacht, HP Z800 Workstation, Thermaltake Gaming Station, and Varian Medical Systems.

“Our new studio in Shanghai will help contribute to China’s creative industry development”, says Laurenz Schaffer, BMW Group DesignworksUSA President. “Being deeply connected with this vibrant culture of Shanghai enables us to strengthen our global creative competency, while supporting China’s growing role in global design.”

With more than fifty percent of the world's population in Asia, the tremendous growth of Asian markets is expected to heavily influence future global markets. China is the largest present growth market and third largest single market worldwide for the BMW Group, the parent company of DesignworksUSA. The BMW Group has been building BMW 3 Series and BMW 5 Series models at its

Company  
Bayerische  
Motoren Werke  
Aktiengesellschaft

Postal Address  
BMW AG  
80788 München

Telephone  
+49-89-382-23742

Internet  
[www.bmwgroup.com](http://www.bmwgroup.com)



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## Corporate and Governmental Affairs

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Subject BMW Group DesignworksUSA opens new Studio in Shanghai.

Page 2

plant in Shenyang, China, with its joint venture partner Brilliance since 2003. A second production plant in Tiexi in the Shenyang region will be completed in 2012 where the BMW X1 will also be built in the future.

Continued presence in this rapidly developing region will strengthen BMW Group's engagement in China and bring China's design prowess to the forefront. "Creating presence in Shanghai is an important strategic step for both BMW Group Design and DesignworksUSA. The Shanghai Studio will allow us to better serve design clients in China", said Adrian van Hooydonk, Director BMW Group Design. "Designing in China will also deepen our understanding of this inspiring culture."

An emerging center for design and trends, Shanghai is strategically located in mainland China and is one of the most important centers of Asia. In addition to an evolving marketplace, Shanghai is experiencing exponential growth and new consumer buying trends. DesignworksUSA will be able to provide entry into the Asian market for their European and North American clients with the new studio in Shanghai. In addition DesignworksUSA will bring new international client partnerships and opportunities to the region.

"By tapping into the Chinese market, DesignworksUSA gains a deeper understanding of Chinese consumer behaviors and offers a global creative perspective to its clients in China and in Asia", continues Schaffer.

"Additionally, we will incorporate the Chinese viewpoint in projects for its U.S. and European clients."

### **About BMW Group DesignworksUSA**

DesignworksUSA is a creative consultancy that's been driving innovation for almost forty years. Acquired by BMW Group in 1995, DesignworksUSA enables its parent company as well as internationally-renowned clients outside the automotive industry to grow their businesses through a portfolio of creative consulting services. With clients including Coca Cola, Dassault Aviation, Embraer, HEAD, HP, Microsoft, Siemens, Intermarine, and Varian Medical



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## Corporate and Governmental Affairs

Media Information

Date 19 April 2011

Subject BMW Group DesignworksUSA opens new Studio in Shanghai.

Page 3

Systems, DesignworksUSA is deeply immersed in a broad cross-section of industries. Combining cross-fertilized knowledge with strategic long-term perspectives and global context provided by studios in Los Angeles, Munich and Singapore, DesignworksUSA draws upon its unique and vibrant resources to create the future.

**In case of enquiries please contact:**

Karin Elvers, Product Communications BMW Automobiles

Tel.: +49 89 382 23742, Fax: +49 89 382 28017,

Birgit Pucklitzsch, BMW Group DesignworksUSA, Communications

Tel.: +49 89 548 49 361, Fax: +49 89 5484 9399,

Internet: [www.designworksUSA.com](http://www.designworksUSA.com)

Dirk Arnold, Head of Product Communications BMW Automobiles

Tel: +49 89 382 12325, Fax: +49 89 382 20626

Internet: [www.press.bmwgroup.com](http://www.press.bmwgroup.com)

E-Mail: [presse@bmw.de](mailto:presse@bmw.de)

