

Press release  
9 September 2019

## **BMW Design keeps its eye on the future with new appointments.**

BMW i and BMW M design studios now come under the banner of BMW Design.

**Munich.** Domagoj Dukec, responsible for design across the BMW brand since spring 2019, has reshuffled his team. He will be assisted by a line-up of experienced designers with many years of expertise, who will also steer the BMW M and BMW i sub-brands under his leadership.

“I’m very excited about the future focus of our BMW design studios with Domagoj Dukec at the helm,” said Adrian van Hooydonk, Senior Vice President BMW Group Design, regarding the changes. “The structure now in place ensures greater creativity and agility in our design process. Domagoj’s team have built up a broad experience base in the studios of various BMW Group brands and our Designworks subsidiary.”

The new Head of **BMW Exterior Design** is Christopher Weil, who moves from his previous position as Exterior Design chief at MINI. Oliver Sieghart will take over at **BMW Interior Design**, having most recently been responsible for Advanced Design Automotive at Designworks Los Angeles. Annette Baumeister, previously Studio Director at Designworks in Shanghai with important knowledge of the Chinese market, now heads up **BMW Colour & Trim**. Taking over at **BMW i Design**, meanwhile, is Kai Langer, one of the progressive design pioneers who got the ball rolling at BMW i. Head of **BMW M Design** remains Marcus Syring, who has been in the role for three years now.

“Design is key to unlocking the emotionality of future vehicles. It delivers creative solutions and lends form to innovative technologies. With this team of outstanding designers, we have the necessary ingredients in place for the job at hand. Our brief is clear: the design of vehicles from BMW and the BMW M and

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BMW i sub-brands will represent a clear visual signpost for future mobility.”

Domagoj Dukec, Head of BMW Design.

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**The BMW Group**

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2018 was € 9.815 billion on revenues amounting to € 97.480 billion. As of 31 December 2018, the BMW Group had a workforce of 134,682 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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