

Milestones.

- 1972 Founding of DesignworksUSA in a garage in Malibu, California.
- 1986 First BMW project for the design of the BMW 850i seat.
- 1988 Relocation of the headquarters to the current location in Newbury Park.
- 1991 BMW AG acquires a majority shareholding in Designworks.
- 1993 Designworks begins work on its first exterior design project for BMW, the 1998 BMW 3 Series.
- 1995 BMW AG acquires the remaining shares in Designworks.
- 1999 Launch of the BMW X5 designed by Designworks. Designworks is also involved in the follow-up models of the successful SAV series.
- 2000 Opening of the Munich studio.
- 2003 The Phantom emerges as the first Rolls-Royce under the BMW Group umbrella. Built in the new factory in Goodwood, designed by Designworks.
- 2006 Designworks expands to Asia with a studio.
- 2008 Presentation of the BMW GINA Light vision model, which rethinks automotive design.
- 2009 Designworks plays a major role in shaping the powerful, elegant exterior design of the second-generation BMW Z4.
- 2010 Designworks is named the most innovative company in design by Fast Company Magazine.
- 2012 Launch of BMW i – a project whose conception lay to a large extent with Designworks.
- 2015 DesignworksUSA renames itself Designworks to reflect the studio's global expansion.
- 2017 Designworks has been working with John Deere for 25 years.
- 2020 The "Masters of Change" face the greatest challenge in their history: the world comes to a standstill.
- 2021 Designworks designs the "Infinite Loop" and "Grown Innovation" seating studies, which use entirely new materials to combine sustainability with visionary design.
- 2021 As part of the Architecture x Mobility project, Designworks works with global architecture firm Gensler on designs for the smart city of the future.
- 2022 After 50 years, the founding motto of 1972 is still evident in all three studios: „Great people. Great projects. Great fun.“