

Media Information
13 September 2024

Innovative, holistic, future-forward: BMW Group Design team implements new organisational structure.

+++ Adrian van Hooydonk reorganises BMW Group Design, brings in Maximilian Missoni +++ Two BMW Design studios going forward +++ Digital experience and Colour and Material Design enhanced +++

Munich. The BMW Group is completely reorganising its Design division under the leadership of Adrian van Hooydonk. Like the NEUE KLASSE, which represents the redefinition of the BMW brand with its "electric, digital, circular" philosophy, a new cross-brand design team will be launched on 1 October 2024 to meet changing demands for future-oriented vehicle design.

The new organisation, focused on the transformation of the company, will remain the industry benchmark. For example, Colour and Material Design will be consolidated across all brands, while the BMW brand team will be divided into two studios and the future topic of "Advanced Design" strengthened.

"Technology and customer preferences are currently changing faster than ever," says van Hooydonk. "Automotive design has become more diverse. Designing digital experiences and sound also plays an increasingly important role, along with sustainable and recycled materials. The design showcases all the innovative potential of our products and brands," van Hooydonk continues. "That's why, more than ever, every single detail matters, as well as the holistic and harmonious integration of the various elements."

Van Hooydonk is bringing **Maximilian Missoni** into the BMW Group Design team to oversee the design of upper mid-size and luxury class BMW models, as well as BMW Alpina. After holding various managerial positions at Volkswagen and Volvo Cars, Missoni was most recently Head of Design at Polestar.

Oliver Heilmer, previously Head of MINI Design, will be responsible for the design of all compact and mid-size BMW models going forward, as well as BMW M.

Claudia Braun will head the newly created cross-brand department for Colour and Material Design for BMW, MINI and Royce Motor Cars. She has already been managing colour and materials for the BMW brand since April 2024, bringing experience from Porsche AG, Daimler AG and Volvo Cars.

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Domagoj Dukec, formerly Head of the BMW Design Studio, will now assume responsibility for Rolls-Royce Design, including Bespoke and Coachbuild.

Anders Warming, previously Head of Design Rolls-Royce, will oversee all Advanced Design topics, as well as the BMW Group Designworks subsidiary.

Holger Hampf, Head of BMW Group Designworks, will now be in charge of design for the MINI brand.

Christian Bauer will continue to lead the digital customer experience into a new era across all brands.

Adrian van Hooydonk: "I am delighted to continue driving the design and further development of our vehicles and brands forward, together with a first-class team of highly qualified design professionals."

If you have any questions, please contact:

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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 over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2023, the BMW Group sold over 2.55 million passenger vehicles and more than 209,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 employees.

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The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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