

BMW Group

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Designworks Welcomes New President Holger Hampf.

Newbury Park, CA – September 1, 2017... Designworks, the BMW Group-owned global design consultancy, today welcomed Holger Hampf as its new president. Mr. Hampf assumes responsibility for Designworks operations and its studios in Munich, Shanghai and Newbury Park, CA, where he is now based. The change in Designworks' management is part of the strategic realignment of BMW Group Design, which was first announced in May 2017.

Mr. Hampf brings extensive experience and a passion for innovative, cutting edge design to the role. For the past three years, he served as head of User Experience at BMW Group, where he led the digitalization efforts for the design team, as well as user interface design. Mr. Hampf returns to the Designworks management team, having formerly served as the head of Product Design until 2010. He replaces Oliver Heilmer, who assumes the role of head of MINI Design.

“We live in a time of immense transformation – Designworks is an inspiring consultancy that instills positive energy and drives direction through creative thinking and bright ideas”, says Holger Hampf. “What always fascinated me about Designworks is the ability to give strong, future-oriented impulses to the BMW Group, its brands and all other external clients worldwide. I am looking forward to continuing and growing partnerships”.

The appointment of Mr. Hampf is part of the realignment of the BMW Group design team and the next logical step within its corporate strategy Number ONE > NEXT which places a major focus on shorter development cycles, increasing digitalisation of design processes, as well as products and mobility experiences.

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“Designworks is more than just a design studio; it is the strategic interface to our customers’ future living environment,” says BMW Group Chief Designer Adrian van Hooydonk. “I am delighted to welcome Holger Hampf as president. He is an experienced colleague who knows Designworks well and brings the expertise we need for an increasingly digital customer experience.”

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Designworks, A BMW Group Company

Designworks is a BMW Group company and a creative consultancy that’s been driving innovation for more than forty years. Acquired by BMW Group in 1995, Designworks enables its parent company as well as internationally-renowned clients outside the automotive industry to grow their businesses through design and creative consulting services. With studios in Los Angeles, Munich and Shanghai and with clients including BMW, MINI, Rolls Royce, HP, Microsoft, Corsair, Coca Cola, Embraer, Neil Pryde, Siemens Trains and Singapore Airlines, Designworks is deeply immersed in a broad cross-section of industries.

www.bmwgroupdesignworks.com

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. As a global company, the BMW Group operates 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 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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