

BMW Group DesignworksUSA

Press Release

BMW Group DesignworksUSA - a subsidiary of the BMW Group.

A unique design approach resulting from the close relationship with the BMW Group and more than 37 years of successful design make DesignworksUSA an attractive partner for international premium clients in a great variety of industries.

Munich, 15th September 2009... BMW Group DesignworksUSA is a global design consultancy that offers full-service design solutions for leading brands world wide. With its three offices in California, Munich and Singapore and with its deep design experience for international clients in a great variety of industries DesignworksUSA is able to tailor strategic roadmaps that create differentiation potentials, illustrate market opportunities and envisage future trends, allowing clients to leverage design to its full business potential.

DesignworksUSA develops strategic product design which meets the highest design standards both in terms of aesthetics and function, which conceives innovative technologies, changing values and trends. By creating unique corporate identities for brands and companies it successfully positions them in the global competitive environment. With its comprehensive service portfolio, the BMW Group subsidiary plays a leading role in the intelligent and sustainable development of concepts for the future – not only in the automotive sector for the parent company's three brands, but also in a wide variety of other industries.

History.

Founded in 1972 by the internationally renowned designer Charles W. Pelly, DesignworksUSA opened in Malibu with only three designers and grew out of Southern California's trail-blazing design trends that took root in a vibrant car culture. The company's reputation as a change agent flourished in the 1990s when design collaborations with BMW, Nokia, HP, Siemens and Head started. DesignworksUSA was acquired by the BMW Group in 1995. The global design studio is headquartered in Southern California where the convergence of the entertainment industry, the car culture, aerospace and cutting edge lifestyle trends flourish in a culture always looking to the future.

Tapping into the European design culture, the studio in Munich, which was opened in 2000, bridges diverse perspectives and advanced topics to create design impulses in a close link with the BMW Group home base.

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The DesignworksUSA studio in Singapore captures and translates the vibrant cultures and emerging trends of the Asian region in its design work for both regional and international clients.

The role of DesignworksUSA for the BMW Group.

The BMW Group and DesignworksUSA enjoy a unique relationship based on a profound passion for design. The BMW brand has for many years profited from an intensive and inspiring cooperation that had its origin in the eighties. Very early the BMW Group recognised the value of DesignworksUSA's expertise, which resulted from the diversified customer portfolio, and acquired the studio in 1995. From then on, based on the alliance of the two companies, it was possible to pool knowledge, experience, processes, resources and ideas to an optimum extent. Today, DesignworksUSA's assignment within the BMW Group organisation is to convey inspiration to the design studios responsible for the MINI, BMW and Rolls Royce brands. To secure this DesignworksUSA has always kept working intensively for a wide variety of customers from diverse industrial industries.

Unique design principle – unique design.

Even as a BMW Group subsidiary, fifty percent of the work is still done for external customers throughout the world. This puts the studio in the position to fulfil its role as a source of inspiration and catalyst for design innovation within the BMW Group where the design teams benefit in many ways from the knowledge of target groups, technologies and future scenarios gained from the multitude of projects DesignworksUSA is engaged in outside the automotive industry. In reverse, the studio shares its knowledge, ideas and connections to the highly complex, visionary car industry and its unique design culture with its third party clients.

This “cross fertilisation” principle makes DesignworksUSA unique in the design world. At the studio and within the BMW Group they are convinced that only the widest possible variety of products and clientele can generate a broad spectrum of creativity. For this reason, around half of the project work done by designers is for the parent company, whilst in the remaining time the team is occupied with the design of yachts, trains, aircraft, coffee machines, lifestyle products, sports equipment or site furniture for public spaces. So the name of the studio surfaces behind the most prestigious BMW Group projects from the strategic conception and development of the BMW X Series and the visionary concept GINA to the sculpture “The Art of Car Design” at the Pinakothek der Moderne. And because constant advancement, development and reorientation are immanent to the complex design world, DesignworksUSA will equally extend its sphere of activities.

Design – dedicated to products and brands.

At DesignworksUSA one speaks of a “physical brand experience” when brand values constitute a concrete form that not only ideally emphasises a brand but also raises people's awareness of the same. The creative focus is on the development of an individual brand experience. For instance, DesignworksUSA assists its customers in the strategic development of a product's emotional appeal. Making a brand a true experience through design – that is what the studio aspires for when taking on a project. Laurenz Schaffer, head of the European DesignworksUSA

studio puts it in a nutshell: "These days, design is much more than the mere visual conception of a product. We provide to our customers a far-reaching understanding of future development and the associated contexts in order to open up new perspectives of how products should be designed in the long term, how customers will benefit from them and how the products will contribute best to an overall brand experience. We believe that excellent design constitutes a combination of diverse areas of expertise. In the cooperation between DesignworksUSA and the world's leading brands, the greatest business potential is achieved through design.

Industry sectors.

DesignworksUSA works in a great variety of industries from automobile, aviation, and utility vehicles, rail transport, lifestyle, entertainment electronics, sports equipment, telecommunication and domestic appliances to infotainment, medical appliances, office furniture or capital goods.

Service areas.

Product design, transportation- and automobile design, modelling, colour and material, sustainability consulting, ergonomics, communication design, graphic and interface design as well as further services.

A selection of clients.

Adidas, Atomic Snowboards, Airbus, BMW Group, Boeing, Gulfstream, Deutsche Bahn, Dornbracht, Head, Heidelberger Druckmaschinen, Haworth, Hewlett-Packard, John Deere, Magellan, Microsoft, Motorola, NASA, Nokia, Pilatus, Procter & Gamble, Scott/USA, Siemens, Sony, Saeco, Trico Sports, Villeroy & Boch, Whirlpool, Zeydon Yachts.

Our team.

The company is led by President Verena C. Kloos, who is in charge of the company's "design vision" and daily operations and who together with Laurenz Schaffer, director of the Munich studio, and Magnus Aspergen, director of the Singapore studio, is responsible for the company's success.

DesignworksUSA employs more than 120 designers, design strategists, counsellors, modellers, engineers, technicians and materials specialists in North America, Europe, and Asia. All experts have diverse backgrounds and come from all corners of the world so DesignworksUSA is able to create cross-discipline and multi-cultural teams that bring these diverse and influential forces to life for our clients. The creative team comprises a challenging mix of experts from the most diverse specialist fields and from 25 nations.

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