



Factsheet

BMW Group DesignworksUSA - Intelligent Creativity.

What We Do

DesignworksUSA, a subsidiary of the BMW Group, is an international design consultancy that offers full-service design solutions for leading brands world wide.

Value Proposition

“Intelligent Creativity” is our unique design approach to build the framework, content, and vision that allow our clients to position and differentiate their brand through design.

From initial concept to realization, our team of creative talents and specialized experts blends imagination with validation, composing a unique expression for successful products of tomorrow and beyond.

Because of a deep experience in leading industries DesignworksUSA is able to tailor strategic roadmaps that create differentiation potentials, illustrate market opportunities, and anticipate future trends, allowing clients to leverage design to its full business potential.

Products and Services

Our design process incorporates a collaborative and holistic approach on product development, involving design strategy, research, design development, engineering, modeling, packaging, and brand communications.

Industry Sectors

DesignworksUSA specializes in Infotainment; Life and Leisure; Objects and Space; Industry and Travel; and Cars and Motorcycles.

Proven Success

Leading brands have awarded us their continued trust, among them Hewlett Packard, Microsoft, Siemens, Sony, and the BMW Group. From fashionable MINI accessories to race skis for HEAD, the interior of Embraer luxury jets to espresso machines for Saeco or our contribution to the success of BMW design, our clients value our unique understanding of what is needed to lead their industry.

Our Team

DesignworksUSA employs more than 100 designers, modelers, engineers, technicians, and materials specialists in North America, Europe, and Asia. Our experts have diverse backgrounds and come from all corners of the world.

The company is led by President Verena C. Kloos, who is in charge of the company’s design vision and daily operations.

Our History

Founded in 1972 by internationally renowned designer Charles W. Pelly, the firm 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. DesignworksUSA’s reputation as change

agent flourished in the 1990s, when the firm began working with BMW, Nokia, HP, Siemens and Head. The firm was acquired by the BMW Group in 1995.

Our Studios

DesignworksUSA 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 bridges diverse perspectives and advanced topics to create design impulses in a close link with the BMW Group home base.

Our 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.

DesignworksUSA creates cross-discipline teams that bring these diverse and influential forces to life for our clients.

In case of further questions please contact:

BMW Group DesignworksUSA

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