

Press Release

Car Design Event 2025

Car Design Event '25 marks third year of landmark event for the European industry

Munich - This week, the third invite-only Car Design Event brings together leading executives from the industry's design departments and *carrozzeria*, suppliers, educational institutions and the automotive media and influencer communities.

Taking place at Munich's prestigious Drivers & Business Club, the industry comes together to discuss current and future trends in the automotive world. Topics include the future of mobility, new vehicle and concept designs, creativity and storytelling, AI in transportation design, and the evolution of user interface and experience (UI/UX).

Participants at the event include: Tisha Johnson - Head of Design - Slate, Phil Zak - Global Executive Design Director Chevrolet, Eduardo Ramirez, Chief Designer and Head of EU Hyundai Design, Christian Bauer - Head of UI / UX - BMW, Nathalie Bucher - UI / UX - Kia, Oliver Samson - Senior Chief Designer - Kia, Michele Albera - IED, Melissa Grustat - Advanced Design - Genesis, Luca Proglia - UI / UX - Lamborghini, Othmar Wickenheiser - Hochschule München - Transportation Design, Gergely Mihály - Vizcom - Designer, Dominic Najafi - General Motors - Head of Studio, GM Advanced Design Europe, Jürgen Jose, Hochschule Pforzheim, Tanno Weeda - Head of Design - Lutz Fuegener, Hochschule Hof/Selb, Aleksandar Bjelic, CEO - Yugo, Studio de Voogt / Feadship, Sheena Patel - Director Automotive - Siemens, and many more, with presentations of models and premieres including Kia EV2 Concept, Volkswagen ID. EVERY1 Concept, BMW Turbo Concept, Genesis X Gran Cabriolet, Pagani Utopia, and from exciting newcomers Slate and Yugo.

More than 100 media and influencers will attend special presentations from BMW, General Motors, Genesis, Hyundai, Kia, Lamborghini, Pagani, Slate, Volkswagen, Yugo and more.

Following the success of the homage to Marcello Gandini last year; the Car Design Event this year showcases the BMW Turbo Concept at the center spot as an homage to French designer Paul Bracq. Bracq, aged 91, started his career in automotive design more than 70 years ago. In addition to the BMW Turbo, a range of Paul Bracq designed cars are presented on the lawn outside the Drivers Club, showcasing the exceptional work of this designer. The Car Design Event is also showing the unique pre-production prototype of the Lancia Delta S4 Stradale to highlight the return of Lancia to a number of global markets.

Presented by the team behind this year's GTEST (Alsfeld, 23-27 Jun), CDE Classic (Frankfurt, 14-16 Sept) and The GCOTY Awards (ZF Friedrichshafen, October), CDE is fast establishing itself as the kick off to the Summer season of automotive debuts and events.

The event is organised by automotive journalists Jens Meiners and Des Sellmeijer. Sellmeijer says: "We are building on the event year-on-year, further filling the gap between the mono-brand events hosted by the manufacturers, and large scale multibrand events such as the increasingly rare international motor shows. Our aim is to provide a forum and compelling environment to unite automotive designers, business partners, educational institutes and the media from all over the world in a relaxed atmosphere."

Meiners adds: "I believe we are succeeding in our mission to create a new event and fill a very visible gap in our industry's calendar, by bringing together true leaders in the key automotive business areas across design, the supply base and media landscape."

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