ROLLS-ROYCE | MEDIA INFORMATION

ROLLS-ROYCE MOTOR CARS ANNOUNCES

NEW DESIGN DIRECTOR

Friday 21 May 2021, Goodwood, West Sussex

Rolls-Royce Motor Cars has today announced that Anders Warming has been appointed Director of Design. He will join the company from 1 July.

Warming, 48, joins Rolls-Royce Motor Cars from Warming Design, the company he founded in 2019. His experience includes almost 20 years in senior positions in the BMW Group, including Head of Design at MINI and Exterior Chief Designer at BMW.

Outside of BMW, Warming held various senior design positions in companies including Borgward and Volkswagen.

Torsten Müller-Ötvös, Chief Executive Officer, Rolls-Royce Motor Cars said, “It is with great pleasure that I welcome a person with the depth of experience and creativity of Anders Warming to the Rolls-Royce family. As our Director of Design, he will have a key role in defining our future aesthetic direction and realising our clients’ dreams and aspirations. Anders joins us as we move forward to full electrification of our brand, which will shape Rolls-Royce for decades to come. He will face the challenge of upholding the fundamental design principles of Sir Henry Royce himself, which have guided us for over 100 years.”

He continued, “To become the Director of Design for Rolls-Royce Motor Cars is the most prestigious and challenging brief in the luxury industry. It offers unique opportunities for innovative creativity, imagination and exploration of new genres. I have no doubt that Anders, with his extraordinary wealth of experience and talent, will excel in his new role and we are all looking forward to working with him at Rolls-Royce.”

Adrian van Hooydonk, Senior Vice President, BMW Group Design, commented, “Anders Warming has a proven track record as an extremely creative and passionate designer with a keen eye for detail and craftsmanship and since he has spent most of his career in our design team, I am sure he will integrate very quickly.”

Anders Warming said, “It is a tremendous privilege and a humbling experience to be asked to take up this role. I am personally thrilled to be joining Rolls-Royce and am fully committed to the challenges presented by this great and historic brand as it moves into the future.”

Warming originates from Copenhagen, Denmark. He graduated in Major Transport Design at the ArtCenter College of Design, Vevey, Switzerland and Pasadena, USA.

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## FURTHER INFORMATION

You can find all our press releases and press kits, as well as a wide selection of high resolution, downloadable photographs and video footage at our media website, [**PressClub**](https://www.press.rolls-roycemotorcars.com/rolls-royce-motor-cars-pressclub).

You can also follow marque on social media: [**LinkedIn**](https://www.linkedin.com/company/rolls-royce-motor-cars/); [YouTube](https://www.youtube.com/user/RollsRoyceMotorCars);[**Twitter**](https://twitter.com/rollsroycecars); [Instagram](https://www.instagram.com/rollsroycecars/); and [Facebook](https://www.facebook.com/rollsroycemotorcars).

## EDITORS’ NOTES

Rolls-Royce Motor Cars is a wholly-owned subsidiary of the BMW Group and is a completely separate company from Rolls-Royce plc, the manufacturer of aircraft engines and propulsion systems. Over 2,000 skilled men and women are employed at the Rolls-Royce Motor Cars’ head office and manufacturing plant at Goodwood, West Sussex, the only place in the world where the company’s super-luxury motor cars are hand-built.

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