ROLLS-ROYCE | MEDIA INFORMATION

ROLLS-ROYCE ANNOUNCES NEW DIRECTOR OF DESIGN

13 September 2024, Goodwood, West Sussex **(EMBARGO TO 13:00 BST)**

* Rolls-Royce Motor Cars announces Domagoj Dukec as new Director of Design
* Anders Warming takes up new senior role as Head of Designworks, BMW Group Advanced Design and Design Identity
* Design principles of Sir Henry Royce himself have guided Rolls-Royce Motor Cars for over 100 years

*“Anders Warming has had a substantial and lasting impact on our marque during his time as Director of Design of Rolls-Royce Motor Cars. His wealth of experience and creativity have instructed our future aesthetic direction. Anders will be greatly missed by the global Rolls-Royce family, but I know he will thrive in his new role. To build on Anders’ achievements and take our thrilling future motor cars into the next era, we’re delighted to welcome Domagoj Dukec to the Home of Rolls-Royce. I know he will find great inspiration in realising our clients’ dreams and aspirations, while working closely with the immensely creative and talented Rolls-Royce design team. I wish both Anders and Domagoj well in their new roles.”*

**Chris Brownridge, Chief Executive, Rolls-Royce Motor Cars**

Rolls-Royce Motor Cars has today announced a change to its senior leadership team with Domagoj Dukec taking over from Anders Warming as the marque’s Director of Design from 1 October 2024.

During Anders Warming’s tenure as Director of Design, Rolls-Royce Motor Cars successfully launched Spectre, a bold evolution of Cullinan and a new expression of Phantom. In line with the marque’s commitment to Bespoke, including Coachbuild, being a vital strategic cornerstone for future success, Anders also oversaw the four magnificent and unique coachbuilt Droptail models and a number of exquisite Private Collection cars. On 1 October, Anders will take on a new role within the BMW Group, where he will be responsible for advanced design topics, as well as BMW Group Designworks.

Domagoj Dukec (49) will join Rolls-Royce Motor Cars as Director of Design, assuming overall responsibility for all design topics, including Bespoke design, an area which is in more demand than ever from the marque’s highly discerning clients through the expanding network of Private Office boutiques and the brand’s global showroom presence. Domagoj brings more than 20 years of experience in senior design positions, including the last five years as Head of Design for BMW. Born in Frankfurt with Croatian roots, Domagoj trained at the Pforzheim School of Design in Germany before embarking on an international career which has included several years spent at design studios in Paris, Barcelona and São Paulo.

ROLLS-ROYCE DESIGN: TAKING THE BEST THAT EXISTS AND MAKING IT BETTER

The fundamental design principles of Sir Henry Royce himself have guided Rolls-Royce Motor Cars for over 100 years. Throughout its 120-year history, the company has pushed the boundaries of luxury, creating new realities both within and beyond automotive design.

The marque’s design philosophy is built on enduring principles that free designers to innovate and create the brand’s greatest visions whilst ensuring a Rolls-Royce is always recognisable, even if you can’t see the unique Pantheon grille or Spirit of Ecstasy mascot.

To this day, three lines harmonise to create a form that is always unquestionably Rolls-Royce: the waft line – the classic character side line that emphasises the motor car’s dynamism; the waistline, imparting a sense of purpose; and the silhouette: striking, powerful and iconic. Negotiating the space between retaining the marque’s distinctive presence while ensuring a Rolls-Royce motor car is both timeless and of its time is therefore a challenging yet fascinating brief.

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

EDITORS’ NOTES

Rolls-Royce Motor Cars is a true luxury house, creating the world’s most recognised, revered and desirable handcrafted Bespoke products for its international clientele.

There are over 2,500 people working at the Home of Rolls-Royce at Goodwood, West Sussex. This comprises both its global headquarters and Centre of Luxury Manufacturing Excellence – the only place in the world where Rolls-Royce motor cars are designed, engineered and meticulously built by hand. An [independent study](https://www.press.rolls-roycemotorcars.com/rolls-royce-motor-cars-pressclub/article/detail/T0414618EN/%C2%A34bn-for-uk-plc%E2%80%99:-rolls-royce-motor-cars-%E2%80%93-the-great-british-success-story) by the London School of Economics & Political Science confirms that since the company first launched at Goodwood in 2003, it has contributed more than £4 billion to the UK economy and adds more than £500 million in economic value every year.

Rolls-Royce Motor Cars is a wholly owned subsidiary of the BMW Group and is a completely separate, unrelated company from Rolls-Royce plc, the manufacturer of aircraft engines and propulsion systems.

CONTACTS | GOODWOOD

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| Director of Global Communications  Emma Begley: +44 (0)1243 384060 [Email](mailto:emma.begley@rolls-roycemotorcars.com) | Head of Corporate Relations and HeritageAndrew Ball: +44 (0)7815 244064 [Email](mailto:andrew.ball@rolls-roycemotorcars.com) |
| Head of Global Product CommunicationsGeorgina Cox: +44 (0)7815 370878[Email](mailto:Georgina.Cox@rolls-roycemotorcars.com) | Global Product PR Manager Katie Sherman: +44 (0)7815 244896 [Email](mailto:Katie.Sherman@rolls-roycemotorcars.com) |
| Head of Global Luxury and Corporate Communications Marius Tegneby: +44 (0)7815 246106 [Email](mailto:Marius.Tegneby@rolls-roycemotorcars.com) | Sustainability and Corporate Communications ManagerLuke Strudwick: +44 (0)7815 245918 [Email](mailto:luke.w.strudwick@rolls-roycemotorcars.com) |
| Global Lifestyle Communications  Malika Abdullaeva:  +44 (0)7815 244874 [Email](mailto:Malika.Abdullaeva@partner.rolls-roycemotorcars.com) |  |
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CONTACTS | GLOBAL

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| --- | --- |
| The Americas Gerry Spahn: +1 201 930 8308 [Email](mailto:gerry.spahn@rolls-roycemotorcarsna.com) | Asia Pacific (South) and India [Email](mailto:apacpr@rolls-roycemotorcars.com) |
| Central/Eastern Europe and Central Asia Frank Tiemann: +49 160 9697 5807 [Email](mailto:frank.tiemann@rolls-roycemotorcars.com) | Central and Western Europe  Ruth Hilse: +49 89 382 60064 [Email](mailto:ruth.hilse@rolls-roycemotorcars.com) |
| China  Ou Sun: +86 186 0059 0675 [Email](mailto:Ou.Sun@rolls-roycemotorcars.com) | Japan and Korea  Yuki Imamura: +81 90 5216 1957 [Email](mailto:Yuki.Imamura@rolls-roycemotorcars.com) |
| United Kingdom, Ireland, Middle East and Africa Isabel Matthews: +44 (0)7815 245127 [Email](mailto:isabel.matthews@rolls-roycemotorcars.com) |  |